

# National

## CLEANER AND DYER

First in  
The Drycleaning  
Industry  
Since 1910



**Good housekeeping generates efficiency. It should start in the boiler room, as in this spotless plant. For full information on maintenance, selection and installation of power equipment see Part V of DO-IT-NOW . . . . . page 26**

**NOVEMBER • 1958**

**What's your Spotting I. Q.? . . page 108**

*dirt in your solvent can cause dull, streaked garments*



—use

**HYFLO**

**...it removes all  
insoluble soil**

**J-M HYFLO\***, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N.Y. In Canada, Port Credit, Ontario.

\*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service  
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



**Johns-Manville HYFLO**

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



*Redeposition...*

*Everyone talks about it, no one  
does anything about it!*

## Manufacturer Licks Redeposition Problem!



THE FIRST OBJECTIVE of dry cleaning is to clean clothes. The second most-trying objective is to remove soil from the dry cleaning solvent, allowing the solvent to continue to do an efficient dry cleaning job. All the dirt that is soluble goes into solution in the solvent; only the insoluble—suspended matter—is taken out on the filter. The cleaning solution becomes saturated, often in a short time. From this point on, the dry cleaning solution saturated with salt, sugar and other soluble soils can only transfer soil from one piece of fabric and move it to another.

Redeposition is one of the major problems of the dry cleaner. It is with him daily—particularly when cleaning lighter garments. Many garments going through dry cleaning are dark in color and redeposition does not manifest itself. However, it is there and a worry to the dry cleaner, spotter and consumer.

What is redeposition? It has been defined as the soil removed from garments that has not been suspended and removed by the detergent. This, unfortunately, is only part of the answer. Research by The Davies-Young Soap Company has determined that redeposition consists of two major classifications. First, the redeposition of soil that has not been removed from the washer by adequate filter circulation. If the soil has not been removed and there are insufficient changes of solvent, soil will redeposit on the garments. This soil can be readily removed by thorough rinsing on the filter. This soil, however, is not the major problem. The big redeposition problem is the loose dye

which is removed from the garments being cleaned. This dye, soluble in the solvent, will pass through a filtering medium and return to the washer, adhering to the garments. This type of redeposition can only be removed by harsh treatment such as bleaching or stripping. Obviously, this is not practical to use on garments, except pure whites. Dye redeposition cannot be removed through rinsing.

Where does this dye come from? How does it get into the cleaning bath? Detergents today are built to penetrate the fibers and remove all of the soil possible. While this detergent is acting upon the soil, it also attacks the loose dye contained in all fabrics. Remember, a mixture of different colors of dye will produce a dark gray or black color.

The mixture of these dyes in a drycleaning bath, dissolved by the detergent, is carried through the filtering medium back to the cleaning bath.

This dye adheres to the garments in the bath and redeposition follows. For example, a drycleaning operator using the two bath method of operation where he is not changing the solvent in the wash bath, accumulates a high percentage of loose dye. Garments are then rinsed in a second bath, but this only results in the rinsing of loose soil—that rinses out readily. The drycleaning operator fails to rinse out the dye which adheres to the garments. In a single bath operation, where the cleaning bath is being constantly purified through the addition of new solvent and continuous filtration, which constantly removes loose soil, the drycleaning operator is in a much

better position to control this redeposition of dye.

Proof of this operation is simple. Clean a white garment in a two bath operation, where the detergent has been run continuously. Compare it with another white garment cleaned in a single bath operation.

It is true that certain dyes are removed from the garments in a single bath operation as they might be in the two bath operation. However, the removal of dye in a single bath operation is more easily controlled.

The redeposition problem is solved by using the Buckeye R<sub>x</sub>DR<sub>x</sub> (redeposition removal) Treatment. The use of Buckeye R<sub>x</sub>DR<sub>x</sub> specially treated towels will retain the dye and soluble soil during the cleaning process and prevent redeposition.

This process assures the operator of a cleaner, clearer and brighter garment—giving greater customer satisfaction.

This operation has been proven in thousands of single bath plant operations with the "Lint-free, Cling-free" Dry Cleaning Process\* through the use of Buckeye Clean-Charge or Buckeye Code 166.

Your plant, too, can enjoy this superior cleaning process which guarantees customer satisfaction and increases your sales volume. For further information, contact your nearest Buckeye Distributor or one of the qualified Buckeye Representatives who will install this revolutionary process in your plant.

Remember, better cleaning through research with Buckeye!

The Davies-Young Soap Co., 706 Albany St., Dayton, Ohio  
\*trade mark of The Davies-Young Soap Company

*Paid advertisement*

# Honeywell *MagiCare*<sup>\*</sup>

**gives you fingertip control of**



**You spend less time spotting.** Only stubborn stains need spotting when moisture is added automatically in the washer.



**You spend less time pressing.** You save on labor costs and reduce reruns because correct moisture results in fewer wrinkles.



**You spend less on washer operation.** Easy-to-read (and operate) controls permit untrained personnel to handle equipment.

Utilizing electronics to control relative humidity, new Honeywell *MagiCare* assures you that your washer's relative humidity is correctly matched to each load of clothes. With this unique drycleaning method you beat competition rather than just meet it. *MagiCare* works with any soap concentration, any machine, perchlorethylene or Stoddard, single-bath or two-bath systems. *MagiCare* means less spotting, brighter colors and less wrinkling. You save on labor costs while consistently delivering better quality cleaning. Why not look to *MagiCare* for bigger profits this year?

<sup>\*</sup>Trademark



**Here's how *MagiCare* works.** The "Relative Humidity Control" system reacts immediately to slightest humidity variations and adds water instantly as needed.



**Tumbtrol<sup>®</sup> Panel** automatically controls and indicates the drying temperatures of your reclaimer. "Miracle" fabrics and suedes can now be heat dried safely.

# Drycleaning

your washer's relative humidity



**You keep customers satisfied.** Your customers quickly recognize the higher quality; the brighter, livelier colors that *MagiCare* gives them.

**Tie in with *MagiCare* Advertising in *VOGUE*.** Your customers—and prospective ones—are reading about *MagiCare* Drycleaning in the country's leading magazine for women. They are quickly learning this *MagiCare* symbol means something extra special

they want for their own garments. And you can tie in with national advertising now by using the Honeywell Sales Booster Kit which includes hanger cards, window sign, newspaper mats, radio & TV scripts, garment bag symbol.



*For complete details about *MagiCare* Controls and Promotion Aids, call your Honeywell office, or write Minneapolis-Honeywell, Dept. 7D-11-68 Minneapolis 8, Minn.*

## Honeywell



*First in Control*

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NOVEMBER, 1958

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### MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 30 cents; foreign, 75 cents. Guidebook issues, \$1.00. NATIONAL CLEANER & DYER, November, 1958. Published monthly by Business Papers Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 305 East 45th Street, New York 17, N. Y. Volume 49, No. 11. Entire contents of this publication covered by general copyright, 1958, The Reuben H. Donnelley Corp. All rights reserved. Title registered in U. S. Patent Office. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



## Have Camera—Will Travel

The gentleman at the left is bestowing a singular honor upon yours truly. Mr. L. G. Wood is the Eastern district manager of United Airlines, and on behalf of his boss, President W. A. Patterson, he is presenting me with certifications representing 200,000 miles of commercial air travel.

Every inch of mileage has been devoted to one purpose. That is, to cover every corner of this continent and the globe to bring you stories and pictures of plants to help you make yours more profitable, to bring you more volume and prestige.

The faster we can give you case histories of successful operations, the sooner you can cash in on the ideas put to work profitably by other plants. There are two points to consider—perhaps three. The first is that the more new thoughts we bring to you, quickly, the more your annual subscription cost represents an investment instead of an expense.

Next . . . there is nothing wrong with picking up an idea from another cleaner. This is not a question of plagiarism; it is an exchange of ideas. One of our main functions is to be a clearing house of constructive thoughts. A radical suggestion from a Western plant will make an Eastern plant more profitable. But later, another idea from the East may do wonders for a plant in the Mountain States.

The third reason why we have built up so many miles of air travel is that we believe in it. Statistics prove that scheduled airlines are the safest way of getting around; better than buses, rail or private car.

It is nearly four years since we began to report to you. More than 90 percent of that reporting has been possible because of aircraft and people like those who operate United Airlines. We have been able to tell you in 48 months what would have taken 10 years to compile had we used any other means of travel.

Next time you have a trip in mind, go by air—that is, if time, safety and convenience give you a care!—Art Schuelke

NATIONAL CLEANER & DYER



OVER 5000 SUCCESSFUL INSTALLATIONS PROVE  
THE EFFICIENCY OF STREET'S



# Conductivity Control

## THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that

(through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

CC-282 COPYRIGHT 1957

**ALERT PLANTOWNERS** who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS  
No. 530,943 AND 534,730.  
OTHER PATENTS PENDING

## NEW PRODUCTS

## AND LITERATURE

### Lincoln Launches Polyethylene Holiday Packaging



Lincoln Bag Company has just announced a new line of printed polyethylene holiday packaging. According to W. B. Kohl, president of the company, this new line is the result of nearly two years of experimenting with printing on polyethylene.

Lincoln Bag has installed new machines to print Lincoln's Poly-Pak tubular roll stock and to print and manufacture Kleer-Pak shirt envelopes.

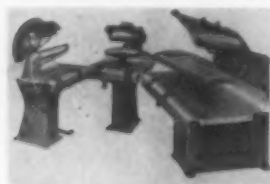
Polyethylene Poly-Pak Holiday garment bags are available in tubular-roll stock, standard

weight, 21-by-4 gusseted 3,000-foot rolls; on standard-weight 21-by-4 gusseted ready-made bags printed in three-color holiday greeting designs. Two styles of matching shirt bags are available.

Initial orders on Lincoln's first large-scale foray into the plastic packaging field are most gratifying, according to E. A. Pritchie, Lincoln's sales manager.

For Lincoln's new four-page brochure, "Lincoln's 1958 Holiday Greeting Bags," write to Lincoln Bag Company, 4200 W. Schubert Ave., Chicago, Ill.

### New Three-Press Wash Apparel Finisher



The Unipress Co., Inc., has introduced a new three-press Electric Wearing Apparel Unit designed for finishing wash ap-

parel of all types. The new unit is said to be especially adapted to small laundries.

According to Ira C. Maxwell, president of Unipress, one girl can quickly and easily finish all types of wash apparel on the Electric Wearing Apparel Unit. The unit consists of a model EBSS two-shirt sleeve; a model EC1019 press for handling small lays and a model E53T press for larger lays.

Features include Unipress electric heating elements in both heads and bucks to provide a fast, even distribution of heat; thermostatic dial controls; Unipress gliding action; Unimatic pressure; specially designed bucks for easier, faster lays; rugged construction with a minimum of moving parts.

Floor plans and other information about the Unipress Electric Wearing Apparel Unit can be obtained from the Unipress

Company, Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn.

### Static and Lint Eliminator

A new agent for the prevention of static and linting has just been put on the market by the Wallerstein Company under the name of Wallerstat FD-78. The product is added directly to the operating solvent in the cleaning process and is not removed by any of the standard filtering procedures. Field tests show, the manufacturer reports, that Wallerstat FD-78 eliminates all static and linting in any type of cleaning system when used as recommended.

The product, it is claimed, reduces sorting to a minimum and makes the running of mixed loads a regular procedure. It is especially effective for treating wash-and-wear fabrics and those made in part or in whole of synthetic fibers.

Wallerstat FD-78 can be used with any solvent and with any brand of soap, with mothproofing agents and with sizing, Wallerstein states. Fabrics cleaned in solvent containing Wallerstat FD-78 will not require additional static-eliminating treatment as a tumbler spray.

The recommended charge of Wallerstat FD-78, which is supplied in liquid form, is in ratio of  $\frac{1}{2}$  to 1 percent by volume to the operating solvent used.

The Wallerstein Company will have available as merchan-

dising aids to drycleaners window posters, button tags, newspaper advertising mats, TV and radio scripts, bundle inserts and direct-mail circulars.

For further information write to Wallerstein Company, Inc., 180 Madison Ave., New York, N. Y.

### New Adding Machine Line



A new economy line of adding machines is now being introduced by The National Cash Register Company. All economy models are equipped with large answer dials, barrel-type keys and a stair-step keyboard.

The following models are in the economy line: 10-column and 8-column electric machines with addition and subtraction; an 8-column hand-operated machine with addition and subtraction, and a 6-column straight adder with a 7-column total.

Further information may be obtained by writing Product Information, The National Cash Register Company, Main & K Sts., Dayton 9, Ohio.

### Smallest American Multistop Delivery Truck



The smallest multistop delivery truck produced by an American manufacturer has now been introduced by the motor truck division of International Harvester Company, according

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



**you like  
money?**

**you'll love the new**

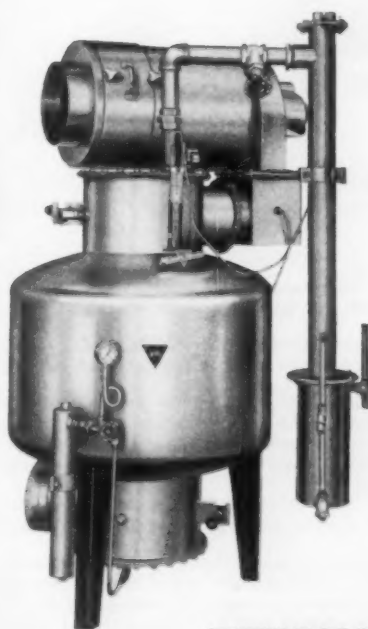
**VIC**  
TRADE MARK REGISTERED  
**Mileage Booster\***  
VIC Manufacturing Co. MINNEAPOLIS 3, MINNESOTA

*Now you can get...*

**20,000-25,000  
pounds of dry cleaning from  
just ONE DRUM of PERK!**

This amazing new Vic machine actually gets the otherwise wasted solvent **RIGHT BACK OUT OF THE AIR**... saves actually barrels of money... pays for itself **QUICKLY** from the solvent savings. Thoroughly field-tested, the Vic **MILEAGE-BOOSTER** Vapor-Adsorbing Machine has actually proved that with proper control and operation, dry cleaners can stretch their solvent to almost unbelievable lengths.

**LIBERAL PURCHASE TERMS ENABLE EASY  
AMORTIZATION OF COST THROUGH ACTUAL SAVINGS**



\*PROTECTED BY ONE OR MORE  
OF THE FOLLOWING PATENTS:  
Pat. No. 2,480,320; 2,772,747;  
2,760,594, Canadian Pat. No. 470,085 and  
other Patents applied for in U.S. and Foreign Countries.

*dedicated to helping  
your business grow*



**MANUFACTURING COMPANY**

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

Dept. NN-357

**CAPACITIES FROM 20 TO 100 LBS. PER LOAD**

**SALES AND SERVICE IN ALL PRINCIPAL CITIES.**



## GOOD READING FOR WIDE-AWAKE PLANT MANAGERS

LEARN HOW BUCKEYE CLEAN-CHARGE® CAN HELP YOU REDUCE FINISHING COSTS AND BUILD SALES VOLUME

Buckeye Clean-Charge®, with its exclusive anti-static agent, eliminates static electricity that produces drag on the buck during the finishing operation.

THIS RESULTS IN HIGHER PRODUCTION PER OPERATOR PER HOUR . . . LOWER FINISHING COSTS

You also save on classification time. Buckeye Clean-Charge® enables you to tumble light and dark, hard and soft fabrics together. Yet they come out clean, dry and completely devoid of lint. And how customers love that!

Up, Up, Up goes customer demand for "LINT-FREE CLING-FREE" DRY CLEANING PROCESS!

Now that so many thousands of women have tried the "Lint-Free Cling-Free" Dry Cleaning Process† (and found it the answer at last to problems of lint and static in clothes) there's just no holding them! Plants and stores across the country report tremendously increasing demand . . . stimulated by their use of the many varied sales promotional aids available to them.

If you want to know more about the opportunity Buckeye Clean-Charge® offers you, write today.

\*Trademark of the Davies-Young Soap Company.  
†U.S. Pat. No. 2729576; Canadian Pat. No. 528738; other patents pending.



Producers of Quality Products for the Dry Cleaning Industry Since 1844.

to an announcement by L. W. Pierson, manager of sales of the division.

The new forward-control model AM-80 (pictured) weighs 2,800 pounds and features unitized all-steel construction. It is rated at 3,800 pounds gross vehicle weight and has a payload capacity of 1,000 pounds. Body capacity is 200 cubic feet. Power is supplied by a new 51 hp., four-cylinder engine.

Loading with the new Metro-Mite is facilitated through either side door of the man-high, walk-in driver compartment, or through 38-inch double rear doors. According to Mr. Pierson, the A-55 engine greatly extends mileage per gallon of fuel. By utilizing aisle space for cargo, objects up to 9 feet long can be carried. Over-all length is 159 inches and the wheelbase is 96 inches.

For further information about the Metro-Mite write to the International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

silk finishing can be quickly adjusted to nearly all sizes and styles of dresses, including chemise and sack dresses, as well as men's sport shirts.

For further information write to Excelsior Machinery Company, 6175 Vermont, Detroit 8, Mich.

### Floor and Rug Scrubber



### Excelsior Offers New Units



The new P-2 Adjusta-Form and A-3 Fashioner are now available through Excelsior distributors.

The new P-2 Adjusta-Form, designed for steam-air finishing of wools, has front and rear clamps soft-cushioned to hold garments firmly in place. Foot-pedal automatic control frees the operator's hands.

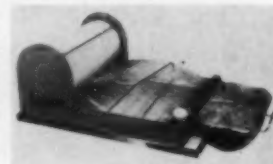
The new A-3 Fashioner for

A new floor and rug scrubber has been introduced by the Hild Floor Machine Company, Inc. Model PRO-13 combines the construction features and scrubbing performance of the Hild Deluxe line in a 13-inch machine.

Features include a 1/2 hp. motor, helical cut gears, an adjustable handle and a momentary-contact safety switch. The same unit can be used for polishing, scrubbing and steel-wooling all types of floors. The machine comes with a Hild Showerfeed brush.

For complete information write to Hild Floor Machine Company, Inc., 1217 W. Washington Blvd., Chicago 7, Ill.

### Poly Packaging Machine



A new polyethylene packaging machine for the drycleaning and laundry industries has been developed by Mercury Cleaning Systems, Inc.

The new Poly-Packaging Machine is capable of packaging 500 shirts per hour with no additional labor required, says its manufacturer. It makes all size polyethylene bags for packaging sweaters, gloves, neckties, blan-

*Continued on page 114*

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

NATIONAL CLEANER & DYER



# Here at last! The Amazing New AJAX DOUBLE-BUCK CABINET BOSOM BODY PRESS...

## Outproducing Any 1-2 or 3 Girl Shirt Finishing Unit Ever Built

*So New, so Revolutionary* .....

it makes all other shirt finishing methods old-fashioned!

- The exclusive AJAX Expanding Buck fits every shirt, consistently insuring the finest shirt quality, anywhere.
- Flexible and Versatile, it can be used as a 1, 2, or 3 girl unit, to handle volume variations.
- Compact, 10' x 10', it requires little more valuable work area than one girl units.
- Interchangeable shirt bucks, an exclusive AJAX feature, handles boys', ladies', and military shirts.
- Ajax Double-Buck turns out more shirts than any 1, 2, or 3 girl unit ever built.

*Look Ahead*

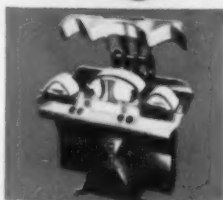
Only AJAX can increase your profits beyond the capabilities of conventional units. Put AJAX to work for you. Contact your AJAX representative, or write directly to AJAX, Box 449, Salt Lake City, Utah.

Since 1929

### AJAX PRESSES

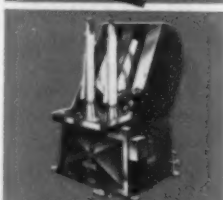
"A PRESS FOR EVERY PURPOSE"

619 S. 5th W. - Salt Lake City, Utah



#### MTH COLLAR & CUFF PRESS

2 Presses in 1 . . . high velocity heads . . . Presses collar while cuffs are being laid.



#### CABINET SLEEVE PRESS

Finishes both sleeves automatically. Features AJAX exclusive "MAGIC EYE" Seam Indicator for varying sleeve lengths.



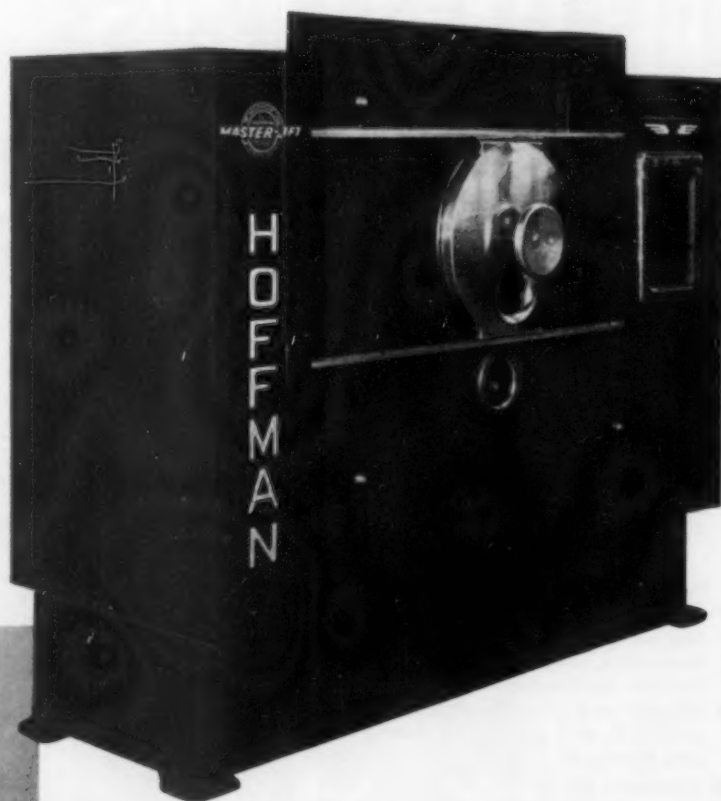
#### FOLDING TABLE

Provides simple, fast operation. Full or semi-automatic models, with stand-up or lay-down collar blocks.

# Announcing the

## Hoffman MASTER-JET

"Cold" perchlorethylene unit. Single or 2-bath washing and extracting, 40 to 50-lb. load capacity. 36" open-pocket cylinder. 600 RPM extraction. Complete with filter, solvent piping and exclusive CTC.



Team the Hoffman MASTER-JET with the new Hoffman Vaposaver. Combination drying tumbler and solvent reclaimer for use with perchlorethylene units. Fast condensation system recovers solvent completely in built-in tank. 40 to 50-lb. capacity.

## Here's the new standard of comparison in drycleaning equipment.

Take a good look at the new Hoffman MASTER-JET . . . compare it with anything else on the market . . . check CTC—available only with the MASTER-JET. Feature for feature . . . price for price . . . capacity for capacity . . . you can't beat it.

Call your local distributor for details . . . and for help in planning a profitable future in serving your customers with MASTER-JET cleaning. It's the 1958 answer to your years-ahead requirements.

\*CTC—"Clear Through Cleaning"—is assured by the *exclusive* Jet Balancing design which features open-pocket deep rib cylinder . . . full free drop with each revolution . . . constant balance in the extraction cycle.

**new leader in quality drycleaning**

*the all-new*  
**HOFFMAN**



**DRYCLEANING UNIT**

*with exclusive CTC \**

**Streamlined . . . compact . . . efficient . . .**

**Master Quality Cleaning with high profit return**

*A satisfied customer is our first interest*

**N**  
**NICHOLSON**  
OF WILKES-BARRE, PA.  
*Distributors in all principal cities*

**W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.**

## BUSINESS BUILDERS

### Call-Office Conversation Piece



An assortment of 25 antique hand-irons is effectively displayed in the call office at Zengeler Cleaners, Winnetka, Illinois.

Some time ago one of the customers suggested to plantowner Bob Lechner that he might be interested in starting a collection of hand-irons accentuating

the drudgery of drycleaning methods in by-gone days. When the lady located various irons in antique shops across the country she sold them to the plantowner.

Counter space separating the call office from the bookkeeping department is used to display the collection.

### Four Cleaners Join in Local Parades



Whenever a civic affair in the Bay City, Michigan, area calls for a parade you'll find four cooperating cleaners coming up with a new twist for their jointly sponsored float. Each parade in which the firms enter their float entails alterations in the display in keeping with the theme of the day.

In the photo shown above the four cleaners—Greenwald's, Roth, Salzburg and Sudden Service—outfitted their float to celebrate the Munger Potato Festival. The four girls on top of the float wore sack dresses which they made from potato bags and jewelry fashioned from little potatoes.

The girls wore signs reading Miss French Fries, Miss American Fry, Miss Potato Chip and Miss Baked Potato. This float won third prize in the parade.

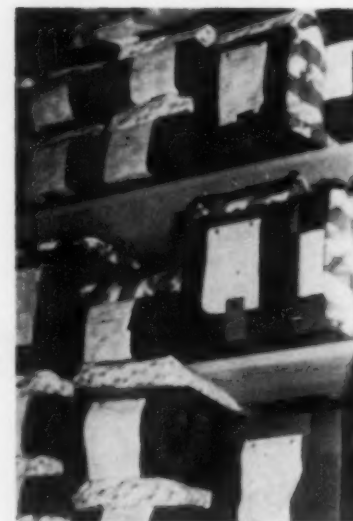
During a recent Polish Parade the float carried a Polish band and Polish dancers in native costumes walked beside it. During each break in the parade the dancers would perform a polka.

Another time, during the Bay County Fair parade, four girls rode on the float representing each of the cleaners. The display carried the slogan "The Clothes We Clean Come

From Agricultural Products" and won second prize that day.

The most recent parade celebrated the Essexville Diamond Jubilee. The cleaners' joint float this time had a group of small children aboard representing the future citizens of Essexville.

### Customer Christmas Gift



Looking for something novel this year in the way of Christmas remembrances to your customers? Why not try something done last Yuletide by George Debate of Artistic Cleaners, Spring Valley, New York?

When shirt packages were delivered to him from the laundry, he had his counter girl remove one shirt from each package. She then gift-wrapped and tied it to the top of the package. The price of that shirt was deducted from the customer's total bill. Artistic also cleaned two ladies' sweaters per customer without charge.

Festive store displays and signs, conceived by Mr. Debate, tied in nicely with the gift promotion.

### Lost and Found

Anything, no matter how trivial, that is found in the pockets of garments is returned to the customer by Anderson Cleaners, Jamestown, New York.

The merchandise is placed in a brown manila envelope that measures



“TarGo® helps keep  
our reputation for  
quality drycleaning!”



*says*  
**Dan Falcone,**  
Manager  
Drycleaning Dept.,  
**Empire State**  
**Launderers-Drycleaners,**  
New York City



*Joe Gersch, Empire State spotter, says, "Nothing else does the trick like TarGo! It works fast...it works sure."*

"We serve a hard-to-please clientele...that's why we can't afford to be without TarGo," says Mr. Falcone. "It's a life-saver for removing those tough oil-base stains that don't come out in cleaning. A drop or two of TarGo licks even the worst spots, and without a lot of rubbing and brushing."

Thousands of satisfied TarGo users back up Mr. Falcone's experience. They've found that TarGo's extra stain-dissolving power helps speed up spotting...gives the positive results that customers expect of a quality drycleaner. See for yourself how TarGo can improve your spotting operation—order a bottle from your jobber today.



**NEW! FREE!** "Spot and Stain Removal Handi-File"

For your copy write today, stating whether you operate laundry or drycleaning plant, or both.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

**"Stain  
Removers  
are our only business"**

5 by 7 1/2 inches, large enough to hold almost any item. It is just another way of establishing in the customer's mind confidence that this firm is a safe place to send drycleaning.

### Introductory Offer

The first few weeks in the shirt laundering business found the volume hanging around 500 shirts a week at Anderson Cleaners, Jamestown, New York. To stimulate sales, the firm developed an extensive mailing list of professional people and other white-collar workers.

To this list of several hundred a

card was sent offering five shirts laundered and finished, free of charge. The offer was sent out with some misgivings, but it proved just the thing needed to get the operation off the ground. In a matter of weeks volume had soared to 2,000 paid shirts. And in less than two years the plant is averaging around 3,500 shirts a week.

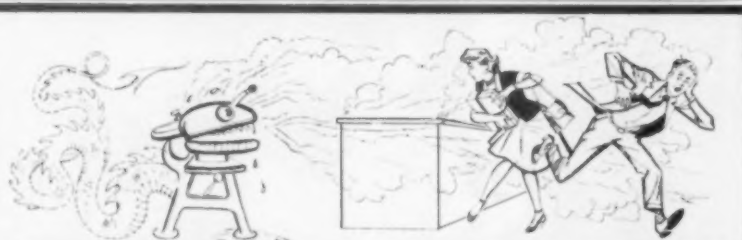
The free offer for shirts, as well as one for a free drycleaning job, now goes out to all newcomers to the city. The plant gets the names from the local chamber of commerce. The owners feel that the free offer and gesture of recognition and welcome contribute heavily to the high percentage of newcomers who become steady patrons.

### Distinctive Paint Job



Colored arrows spark up the design used on the fleet of trucks operated by New Zealand Cleaners, Auckland, New Zealand. The trucks are painted white, while the arrows are alternately blue and red.

They draw the eye to the firm's name, phone number and other sales information. And they accomplish this in a pleasing, harmonious motif. This recent adaptation was suggested by the firm's advertising agency and has created a lot of favorable comment around the city.



## Is the PH (press-heat) Dragon devouring your

CUSTOMERS' GOOD WILL  
PRODUCTIVE LABOR  
FUEL DOLLAR  
QUALITY FINISHING ?

### COVER YOUR PRESSES WITH KOOL-PRESS ■ ■ ■ ■ ■

- Make your call office, operators and plant invitingly comfortable.
- Boost your productive labor by eliminating intense heat.
- Stretch your fuel dollar . . . KOOL-PRESS saves between \$20 to \$30 (per press) a year in steam consumption.
- Promote quality finishing . . . KOOL-PRESS delivers less moisture-laden steam in the head, eliminating those "Wet Steam" marks.
- Make your presses and plants safe from accidental burns.
- Keep your press head assemblies clean and free from dust and lint.



KOOL-PRESS is installed in minutes without tools, or alterations to your machine . . .

SEE YOUR LOCAL JOBBER

.. **KOOL-PRESS** .. A Product of ..

**HOBAD ASSOCIATES**

*Insulated Products for Industry*

22 KIRKPATRICK STREET, NEW BRUNSWICK, N. J.

### Eyeglass Wipers

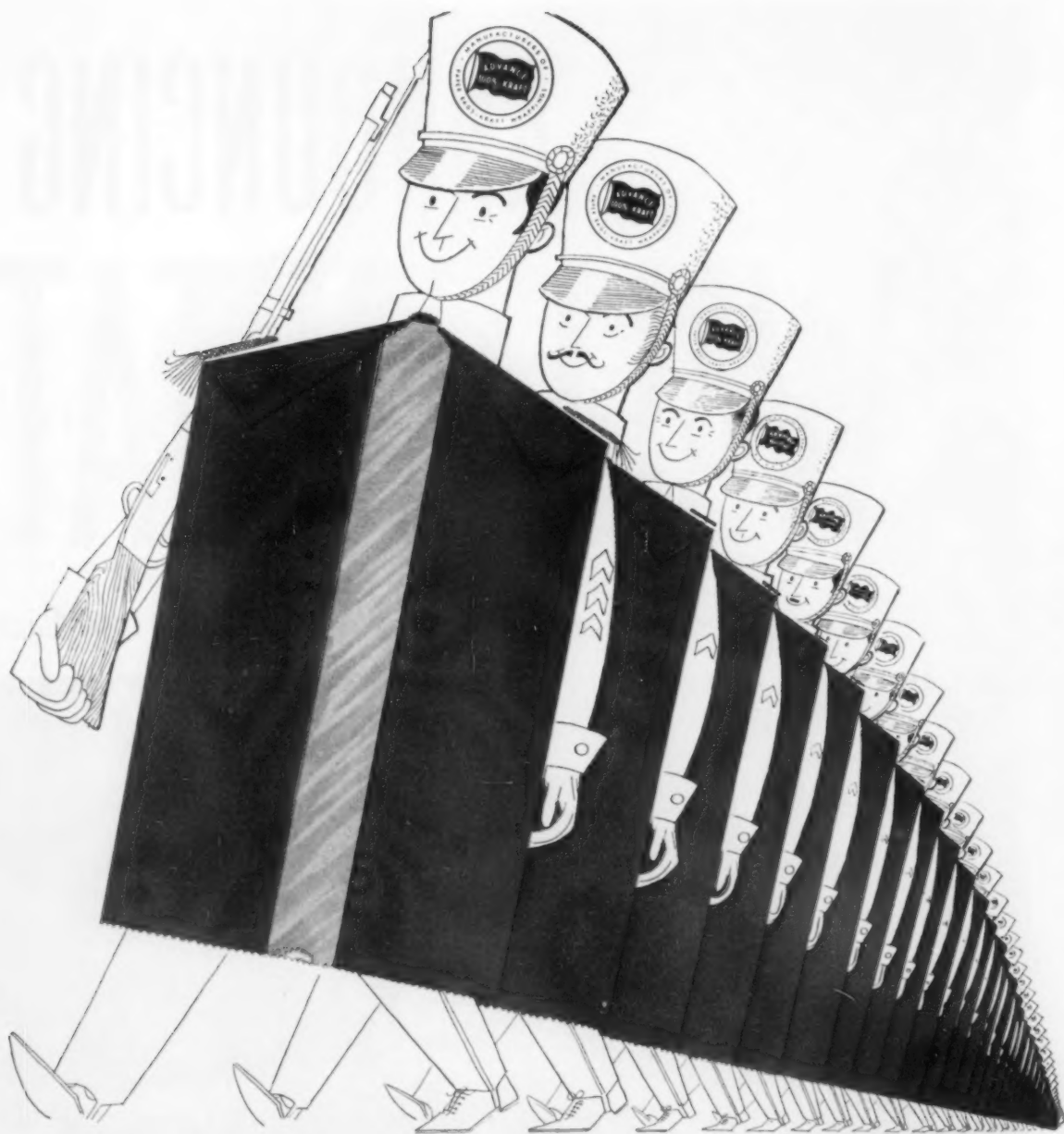


A courteous gesture for customers who wear eyeglasses makes quite an impression when they enter the call office at Schwartz Cleaners, Oak Park, Illinois.

Occasionally the finishing equipment located near the entrance to the call office causes some customers' eyeglasses to fog up when they step in off the street, particularly on cold days. To remedy this situation a box of handy eyeglass wipers is placed on the counter with a small sign labeled "We get rather steamy sometimes—please use one of these to clean your glasses."

Another sign complete with a bouquet of flowers is lettered "Be elegant in clothes done by Schwartz."

Mrs. Joe Skala, co-owner with her husband, says that people have made a lot of pleasant comments about the thoughtfulness of the idea when bothered by this annoyance.



***Southern Advance proudly parades brand new PAPER-VUE***  
**...the paper-plastic garment bag that serves 2-ways better!**

Southern Advance steals a march, with another first in a brand new field! Paper-Vue blends the breathing properties of paper with the see-thru qualities of plastic. The wonderful combination offers double convenience, protects clothes from mildew, soiling, and fading — and keeps them in fresh-press shape.

Paper-Vue prints with clean definition, to really take your sales message home with the merchandise. Serve your customers the better way . . . order *Paper-Vue* today!



Wrap up your reputation with Advance!

**SOUTHERN ADVANCE BAG OPERATION**

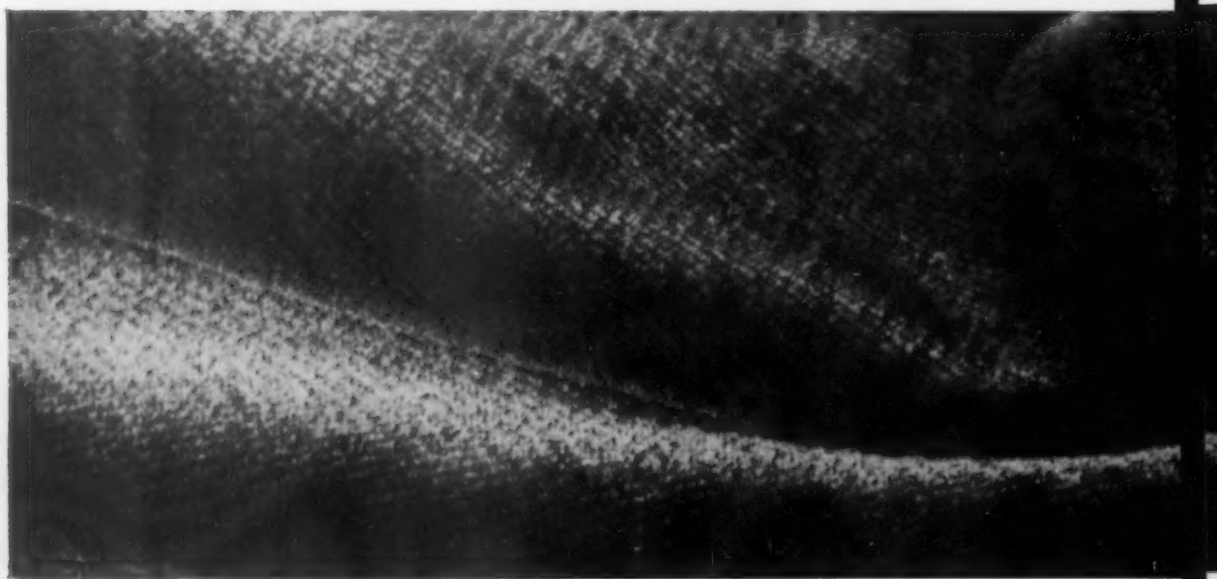
**CONTINENTAL © CAN COMPANY**

530 Fifth Avenue, New York 36, N. Y.

# ANNOUNCING WALLERSTAT

(pat. appl. for)

Reduces Sorting... Eliminates Static and Lint



## Use Wallerstat Right in the Wheel...

Wallerstat cuts costs at two expensive points in your operations: sorting and inspection. Because Wallerstat eliminates all static and lint, you can make up your loads quickly — run *mixed* loads — without costly brushing and picking later. Even white wool blankets and blue serges have been run together successfully.

And the cost to you? Only 6-7¢ per 100 pounds of garments!

### **WALLERSTAT works in any charged system**

Not just a reformulated spray-type anti-static but an *all-new* anti-lint agent—Wallerstat works right in the wheel with your regular brand and amount of soap. It will not build filter pressure—and it won't interfere with any soap tests.

Wallerstat works *with* your equipment, moisture controls and additives — not against them.



WITH



THE  
ALL-NEW  
ANTI-STATIC  
ANTI-LINT  
AGENT

... Cuts Costs!

## and Run Mixed Loads with No Lint

Prove to yourself that Wallerstat can save *you* money! Contact your supplier today or write



WALLERSTEIN COMPANY, INC.  
180 Madison Avenue  
New York 16, N. Y.

### PROVEN IN THE DESERT

Temperature 106°F. — relative humidity 6% — and still Wallerstat works! Proven in 150 plants throughout the country — even in the driest desert areas of Arizona, New Mexico and Texas — Wallerstat stops all static and lint — *saves time and cuts costs.*

# Now is the time to **DODGE**



New '59 Dodge Power Giants, "Job-Rated" for



**CONVENTIONAL** Models 400, 500, 600, 700, 800, 900—G.V.W.'s to 30,000 lbs.; G.C.W.'s to 65,000 lbs.

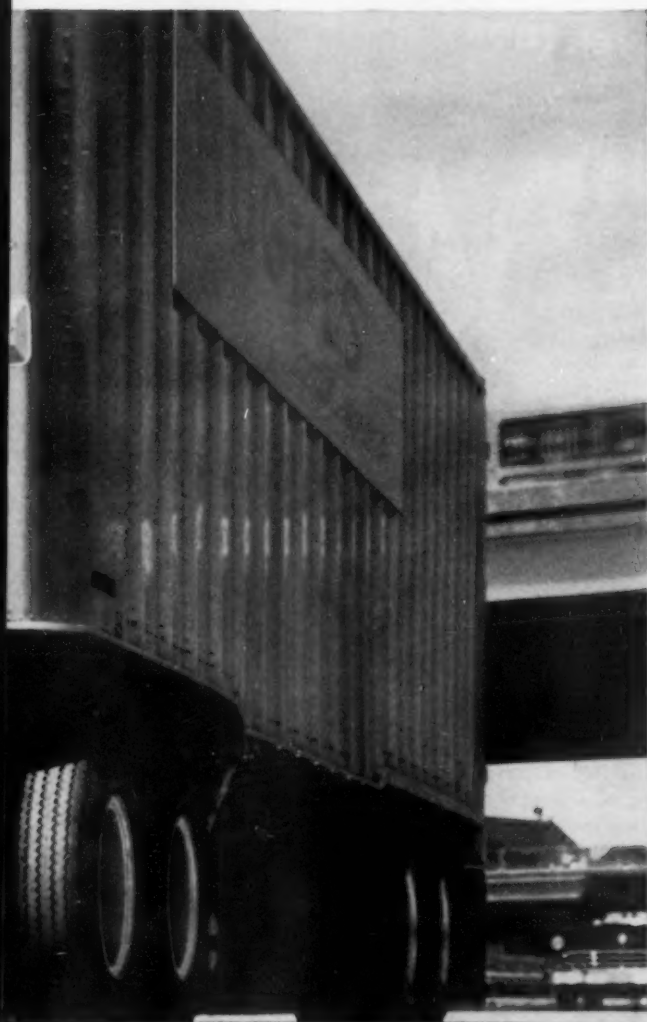


**TANDEM** Models T700, T800, T900—G.V.W.'s to 49,000 lbs.; G.C.W.'s to 65,000 lbs.



**C.O.E.** Models C500, C600, C700—G.V.W.'s to 25,000 lbs.; G.C.W.'s to 50,000 lbs.

# drive the new 1959 ***Power Giant***



## **CHANGES ...**

### **WHERE THEY COUNT!**

**New performance!**

**New comfort!**

Look into the cab—look into the chassis! Wherever you look in the new 1959 Dodge trucks, you'll find changes that *mean something*. New convenience, for instance, in suspended brake and clutch pedals, and hydraulically operated clutch. New heavy-duty electrical system. Greater dependability. Increased G.V.W.'s on tandems. Concealed running boards on medium-tonnage models.

You'll find new cab comfort, too, and better heaters. Plus new instrument panels designed especially for medium- and high-tonnage requirements.

Ask your dealer about all the new Power Giant advancements. And about the new network of Dodge Truck Centers that let him give quick delivery of any Dodge truck to meet your exact needs. Plus hurry-up parts service. See him soon!

★ ★ ★

### **Striking new Dodge low-tonnage models!**

This spirited new Sweptline Pick-up leads a complete line of new 1959 Dodge low-tonnage trucks. Advanced models for every need, from 5,100 to 10,000 lbs. maximum G.V.W.



**every trucking need**



**4-WHEEL-DRIVE** Models W100, W200, W300, W300M, W500 — G.V.W.'s to 20,000 lbs.



**FORWARD-CONTROL** Models P300 and P400 G.V.W.'s to 15,000 lbs.

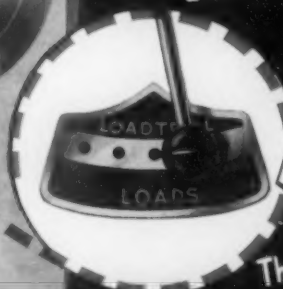
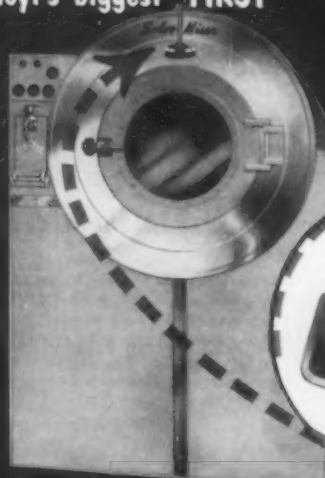
**TODAY ...**

**IT'S REAL SMART  
TO CHOOSE DODGE  
POWER GIANTS**

Hoyt's biggest "FIRST"

**YES, SIR,  
EVERYBODY AGREES!**

*Nothing like it!*



**"LOADTROL"**  
HOYT'S NEWEST  
FEATURE . . .  
— Exclusive!

**EXCLUSIVE!**

**UNIQUE!**

*... couldn't operate without it!*

The first  
real  
"Break-Through" in  
modern reclaiming!  
**WHAT A  
DIFFERENCE!**

Handle all loads  
with equal efficiency



Small Loads

Big Loads

NOW, with this simple lever, the operator can vary the cylinder speed to obtain just the right tumbling action for the best drying and reclamation for any size load or type of garment. Fast or slow. . . or any speed in between . . . you have full freedom of speed selection. Small loads, or articles requiring gentle tumbling, can be tumbled at slow speeds for full aeration and fluffing.

When we first announced "LOADTROL," we knew this new feature was good but, frankly, we didn't know *how* good until you told us. Thanks to its wonderful reception, the "LOADTROL" is now included as standard equipment . . . along with Hoyt's many other features . . . on all Super Fast Reclaimers and is available as an extra on our Standard line of reclaimers.

Keep ahead with Hoyt . . . be sure the reclaimers you buy have Hoyt features!

**HOYT** MANUFACTURING CORP.  
14 FORGE ROAD  
WESTPORT, MASSACHUSETTS

Automatic Dryers, Reclaimers and Chillers

*Prices of Reclaimers*

Standard Models \$1,095 up  
Cabinets 795 up  
Super Fast Models 1,570 up



## GADGETS and GIMMICKS

### Solvent, Water Coolers Improve Quality, Cut Costs



Tommy Campbell of Fancy Cleaners, Long Beach, California, had a problem. His cleaning equipment—a battery of tumblers, four 100-pound washer-extractors, four 5,000-gallon filters, a 300-gallon still and cleaning unit pumps—all contributed to excessive solvent temperature. City water often as high as 84 degrees was used through the heat exchangers on each cleaning unit and then dumped down the drain. This caused high monthly water bills.

On occasion, solvent temperatures reached 95 to 100 degrees after only a few hours operation. Resulting cleaning quality was poor.

A carefully engineered cooling installation proved a happy solution. In an 8-by-12-foot area outside the plant, a 40-ton evaporative cooler (background) and two 5-ton water coolers (foreground) were placed in operation. The three units are hooked up in tandem. Thanks to fully automatic controls, either one, two or all three units are in operation as needed.

Summertime's high temperature and humidity require all three units to operate. At other times, however, the evaporative cooler and only one of the refrigerated units do the job. Solvent temperature is always controlled within the range of 75 to 78 degrees.

Mr. Campbell figures his wetcleaning and spotting have been cut by at least 50 percent. His monthly water bill has been reduced 50 percent. Sizing is no longer removed from fabrics, and the lint problem has vanished. There are no more set sugar stains or dye bleeding. And, thanks to the elimination of set wrinkles, garments are finished more easily and better.

### My Aching Back

One of the more tedious tasks in a drycleaning plant is emptying hampers. Swank Cleaners of White Plains, New York, has found a way to eliminate this back-breaking chore.

Wheeled hampers are kept at the counter for incoming drycleaning and shirts to be laundered. They are then transported several feet away to the marking department. Nothing unusual about this arrangement, except that their hampers have a slight modification.

Inside the hamper are four springs, one in each corner. One end of each spring is affixed to the hamper top. The other end is attached to a square "platform," the same size as the hamper bottom. When empty, this false bottom is almost flush with the top of the hamper.

As the load increases in the hamper, the weight of the garments depresses this bottom. When it is completely full, the springs are extended. As garments are marked in, the load gets lighter and the springs lift the plat-

form. As a result, the marker never has to reach lower than 30 inches from the floor.

Without the device, it is necessary to stoop almost to floor level to get those last bundles. With it, the marking is speeded up and fatigue reduced.

### More Light on Subject

In spite of good ceiling lights, one of the pressers at Odell Cleaners, Yonkers, New York, complained that visibility on his press buck was poor, since he stood in his own light.

To overcome this, the owners installed a simple fluorescent fixture right on the press. This was attached with bolts to the supporting arm of the press head. The light in no way interferes with the press operation.

But it does throw plenty of light on the buck. The presser says he can work faster now, and turn out better quality work. And besides, he is happy because his employers went to the trouble to do something to make his work easier.

R-308

GOOD  
REPELLENCY  
BUILDS  
GOOD  
WILL

do it right!

GOOD  
REPELLENCY  
INCREASES  
YOUR  
NET  
PROFIT

GOOD  
REPELLENCY  
BRINGS REPEAT  
BUSINESS

The difference in cost for performing an outstanding water repellent service, as compared with a mediocre job, is small indeed.

Your customers are entitled to the best. Give each and every piece of rainwear a 100 spray rating with the new REP-100.

PREPARE NOW. ORDER THE NEW REP-100 from your favorite jobber salesman.

R. R. STREET & CO. INC. CHICAGO 6

# EDITORIALS

## The Strong and the Brave

For the past few months we have been talking about getting back to fundamentals, like hard work. There are some cleaners who are devoting more and more of their time to material pleasures. These run the gamut from luxury cars to yachts and extensive trips.

These are all right so long as we don't lose sight of our business responsibilities. It is almost heresy to ask some plant-owners to get back to thinking about management problems.

For example, it is easier to drop delivery service and charge-account business and take in the gravy that cash-and-carry affords. This Utopian arrangement eliminates bookkeeping, collection letters and clerical salaries. Of course, it can also do away with customers, those who spend most on drycleaning.

The upper-half income group buys 75 percent of all cleaning services. These people prefer charge privileges and delivery. If we insist they do business our way instead of the way they like, there's trouble ahead. They will take their business to those farsighted cleaners who are willing to go to the time and expense to keep books, to run routes.

If too many plants persist in ignoring Mrs. Housewife's wants, she will turn to wash-and-wear. We have gone through an era of great prosperity in our industry. It came about through customer satisfaction and hard work. Whether that growth continues depends on those same two things.

Competition from miracle fibers has never been keener. This is no time to relax. This industry did not grow by "getting by." The pioneers of this business worked six days a week taking care of the customers and the seventh repairing equipment.

That same industriousness is needed today. The opportunity of a lifetime lies in our laps. If we don't take advantage of it, someone else will. The future belongs to the strong and the brave.

**Convention audience attendance**, particularly at the early morning sessions, is a chronic problem for chairmen.

Some groups do a pretty good job of giving that first man on the podium a representative audience by awarding silver dollars to those appearing on time. But a less costly and just as effective an idea came to my attention in Windsor, Canada, recently.

About eight o'clock in the morning there was a knock at my door. Sleepily I asked, "Who's there?" The response was, "Telegram, sir." I jumped out of bed to see what was so urgent.

There was the bellhop with a

very official-looking envelope and "telegram," with this message:

"Dear Sir: Fire last night put out stop Now is the time to get going—have breakfast and be on hand at the morning session of convention at 9:30 A.M. in the ballroom foyer—you are needed . . . signed C. U. There."

Needless to say, I was there. And the first speaker was not addressing a collection of cane-back chairs. He had a live group of conventioners to speak to, which helped the speaker's morale. And the registrants learned an idea or two which might otherwise have been lost.

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NEWEST and GREATEST FINISHING DEVELOPMENT

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## BUK-COVER & BUK-PAD

**COMPLETELY NEW!  
TOTALLY DIFFERENT!**

**NEVER BEFORE  
ANYTHING LIKE IT!**



GIVES BUTTONS  
AND SEAMS  
A PLACE TO GO



FINISHES  
UNDER SIDE  
WITH NO SHINE  
... NO MOIRE  
NO GLAZED  
SEAMS



NEVER LOSES  
ITS RESILIENCY  
NEVER LOSES ITS SHAPE

ALWAYS  
F-L-E-X-I-B-L-E  
SURFACE CONFORMS TO  
PRESSING  
CONDITIONS

NEW  
SHOCK ABSORBING  
HEAT RESISTANT  
PADDING  
NEVER SHIFTS -  
NEVER LUMPS



PATENTED

CUSHN TOP BUK-PAD & BUK COVER  
SETS TO FIT ALL "UTILITY" PRESSES

MODEL 18-20 Mushroom or "Tapper" ..... \$ 9.95  
MODEL 38-41-42-43 Utilities ..... \$18.95  
MODEL 42 Legger and 47 Utility ..... \$24.95  
MODEL 48 Legger and 52 Utility ..... \$29.95  
Special sizes made to order

SPEEDS PRESSING  
BOTH BUK-STEAM AND  
VACUUM ARE FASTER, BETTER



**ORDER NOW!**  
**This PERFECT PAIR  
Makes FINISHING  
TWICE AS GOOD  
AS EVER BEFORE**

**faster ... easier ...  
at less cost**

### Fabric-Safe DOUBLEPLATE

FASTEST WRINKLE-REMOVAL  
AND SHARPEST CREASING ...  
proper temperature and moisture  
... for easiest shaping and  
setting of every lay!

NO "HOT" AND "COLD" AREAS ...  
uniform heat and moisture  
conditions every fiber of every  
fabric equally ... none too  
dry or too wet!



TRUE-TEXTURE FINISHING  
"Cut-Tongue" surface lasts as long  
as the plate itself ... lifts fibers  
... keeps nap lively and natural!



PATENTED AND  
PATENTS PENDING

SAFETY FOR ALL FABRICS  
Temperature cool enough to  
prevent damage to heat-  
sensitive synthetics ... hot  
enough to avoid water-spotting!



BUILT-IN CONDITIONER  
AND DIFFUSER  
FOR STEAM

TEXTURED SURFACE KEEPS  
FABRICS LIVELY ...  
NEW-LOOKING

You get

# 10% MORE PRODUCTION

from every operator

**ENDS  
STEAM  
MARKS**

**STOPS  
MOIRE**

**CUTS  
SHINE**

Inner plate blocks  
jets from head ...  
spreads the steam  
evenly and safely

Outer plate's sur-  
face is textured to  
prevent any wavy  
marks or streaking

Inner plate lowers  
heat to stop glass;  
outer plate breaks  
up light reflection

**Fabric-Safe** SIZES TO FIT  
ALL MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 38" to 43", including Hoffman CD-5 Pannes 41, Pros 442 \$29.95  
Mushroom sizes, including Hoffman W-1, Pantex 1950, Prosperity 218 \$21.95  
Large sizes over 43" and Leggers ..... \$38.95

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## BISHOP DAVID FREEMAN CO.

MFRS. EVANSTON, ILLINOIS, U.S.A.



**YOUR JOBBER-SALESMAN CAN  
CUT YOUR OPERATING COSTS WITH  
BISHOP LABOR SAVERS!**



there's much more  
to it than meets  
the eye!

# COLUMBIA

*h.r.t.\* oil or gas fired boiler*

## CONSERVATIVE RATINGS ALLOW FOR BONUS STEAM CAPACITIES!

The little ones can sure surprise you. It's a pleasant money-saving surprise when you learn that not only do Columbia boilers have a greater capacity than most boilers with the same ratings—but that a larger combustion volume allows for over-firing and greater heating surfaces help produce more steam at higher efficiencies. These are facts that often eliminate the need (and expense) of additional boiler capacities. They're just part of the Columbia steam economy story. The coupon below will bring you the rest.

.....  
\* COLUMBIA BOILER CO. OF POTTSTOWN  
DEPT. NC-118 POTTSTOWN, PA.

Gentlemen:

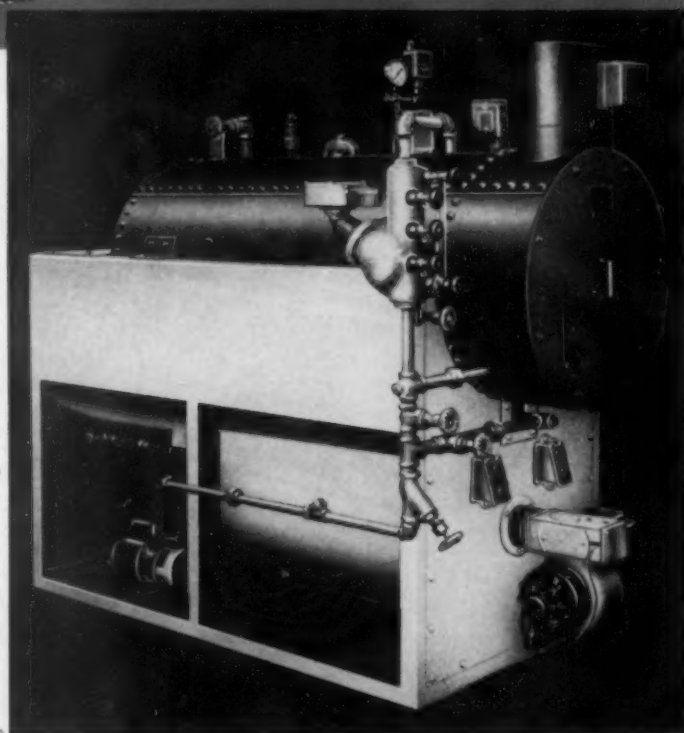
Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

Firm Name.....

Address.....

My name is.....

Position.....  
.....



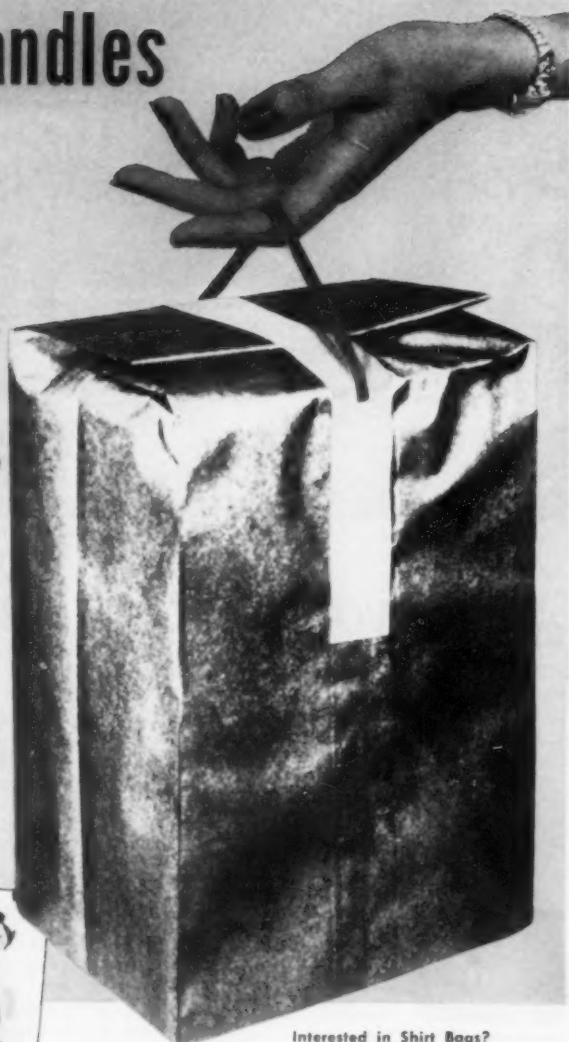
\*Horizontal Return Type, units suitable for firing by gas, light or heavy oils, for interchangeable firing by gas or oil. Available in sizes 2 to 60 hp.

**COLUMBIA BOILER CO. of POTTSTOWN / FACTORY & OFFICES: POTTSTOWN, PENNSYLVANIA**



# CARRY·PACK handles

add profit  
to every  
shirt package...



Interested in Shirt Bags?  
We Can Help You!



## CUT PACKAGING COSTS!

Carry-Pack costs less than a cent . . . eliminates expensive, messy string. Stops waste.

## FASTER, EASIER TO USE!

Carry-Pack gives you a smart new package . . . faster . . . attaches order tickets in one operation.



## EASY TO CARRY!

Customers love the convenience of Carry-Pack. Fashionable shops save money with Carry-Pack, too.



**DISPENSERS LOANED FREE!  
MAIL COUPON NOW!**



**CARRY·PACK COMPANY, LTD.**  
**Schiller Park, Illinois**

NCD-118

Canadian Licensee: Top Paper Products Limited, Guelph, Ont.

Gentlemen: I am interested in Carry-Pack Handles.

- ☐ Please send free, 10 day trial in \_\_\_\_\_ color.  
☐ Please send literature and samples. No obligation, of course.  
☐ Where to buy shirt bags to go with your handles?

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**CARRY·PACK**  
SCHILLER PARK, ILLINOIS

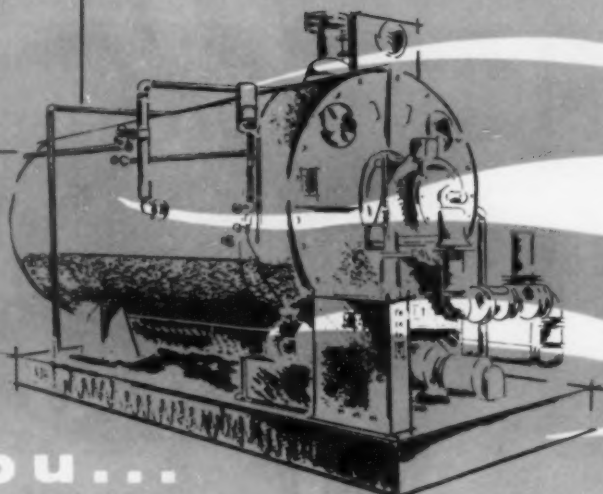
November, 1958

## DO-IT-NOW

### PART V

By ART SCHUELKE

More  
POWER  
To You...



## Are you getting the most out of your BOILER • TRAPS • VACUUM

**Exclusive!**  
**ANOTHER**  
**"FIRST"**  
**in National**

HOW OFTEN have you heard that cliché—that your power equipment is the “heart” of your cleaning plant? Yet, old as it is, there is hardly a better way to describe the importance of your boiler, traps and all the other items that keep your plant operating.

Quality, sales training and skill of operating personnel mean little if you

have “heart trouble.” That is, insufficient capacity, antiquated equipment or a loose maintenance policy. Top efficiency and more profits, which have been the theme of this Do It Now series, require us to take a long look at power in all its phases.

To help you check your operation we are providing check lists for every piece of equipment. As you take the tests, watch out for any “no” answers you may give. The text that accom-

panies each check list will give you corrective information. If you rectify those “no” responses you can’t help but become more efficient and make more money.

Throughout the article, we will cite case histories of plants that have improved their efficiency by applying the principles we relate. These are practical ideas. But they won’t make money for you until you put them into practice. *Do it now.*

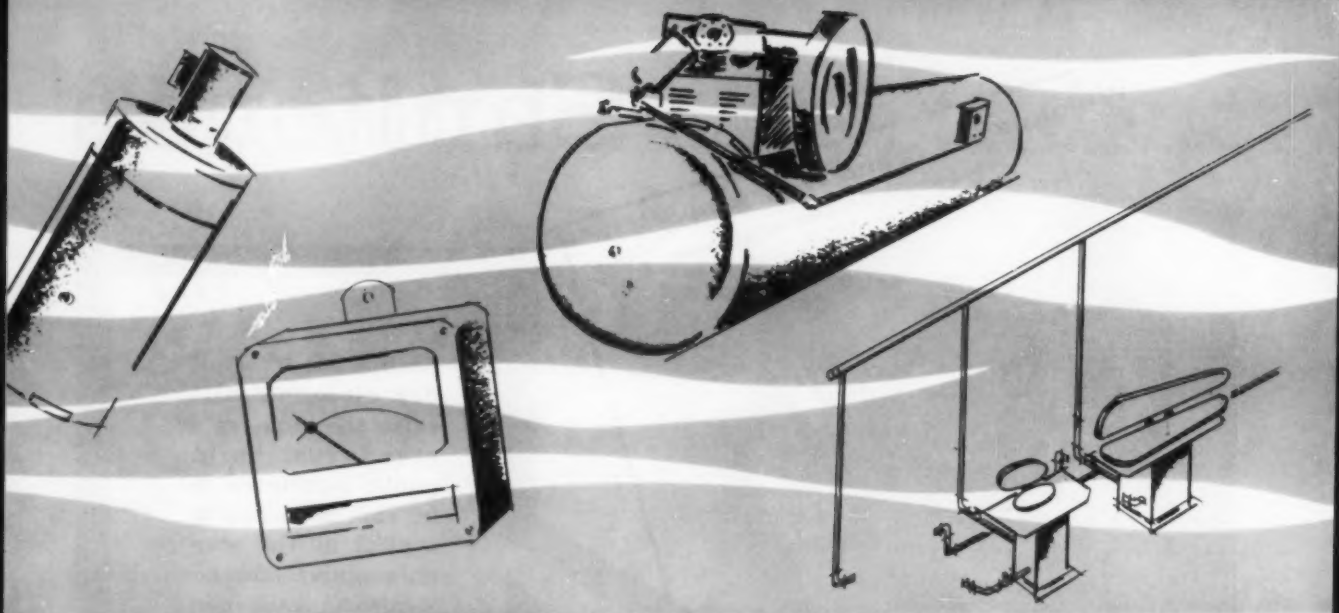
#### Check List for Your Boiler Operation

	Yes	No
1. Do you know the fundamentals of boiler selection?	_____	_____
2. Do you have sufficient boiler capacity?	_____	_____
3. Does your boiler have sufficient ventilation?	_____	_____
4. Is your boiler water chemically treated?	_____	_____
5. Do you have a planned preventive maintenance program?	_____	_____
6. Does your boiler have modern safety controls?	_____	_____
7. If you do shirts, do you have sufficient hot water?	_____	_____

#### Fundamentals of boiler selection

Before you order a new boiler, a responsible boiler engineer should be called in to help select the proper unit for your plant. To help you and the consultant, be sure you receive the answers to the following questions:

1. Will the boiler provide ample steam at the proper steam pressure?
2. Is the boiler safe to operate?
3. Is it efficient, so as to provide steam at minimum fuel cost and low stand-by losses?



## SYSTEM • COMPRESSOR?

4. Will the boiler steam quickly?
5. Is the boiler flexible?
6. Can it be installed at reasonable cost?
7. Is the boiler compact, to save space?
8. Does the boiler comply with safety ordinances, including National Board, ASME, Board of Fire Underwriters, etc.?

The boiler engineer can recommend an oil- or gas-fired packaged boiler, a water-tube or fire-tube type, centralized or decentralized and other variations. Each of the different types has advantages and disadvantages. That is why the plantowner must weigh the pros and cons for each type in consultation with the boiler expert.

Selection of the proper boiler for your needs is a small problem if you get the facts on the eight questions given above. Manufacturers of dry-cleaning equipment have provided us with the data on the horsepower requirements of their units. This information is listed in Fig. 1.

Be sure to inventory every piece of equipment you plan to use. Before you add the required number of boiler

horsepower units, include the estimate of heat losses, plus the stand-by losses in the boiler and a percentage for anticipated growth (usually 25 percent). If there are other heating requirements such as comfort heating, hot-water needs, dryrooms, be sure to include these figures in the total boiler horsepower needed.

Proper sizing of a boiler is exceedingly important since too small a unit will increase production and maintenance costs. We know of one cleaner who, for years, had a boiler so small that he could not distill his petroleum solvent while the plant operated. This meant that he spent a couple of nights a week running the boiler and still himself, or paying overtime to his cleaner to do this work.

What he wasted in time and fuel, as well as salary, would have paid for an adequate boiler several times over. Another thing: the small boiler produced steam of low quality and pressure because he was always pushing it. Poor workmanship on the finished product resulted, and it actually hurt his volume growth.

Today there are many plants with inadequate steam capacity. While an

entirely new system may be in order, some plants are getting around the difficulty by adding another boiler to supplement their present equipment. Many manufacturers agree with this practice, since a major breakdown does not completely shut down a plant. Two units can carry the normal load with ease, and in those emergencies the plant can at least limp along until repairs are made.

### Do you have sufficient boiler capacity?

One of the important questions asked in the above list of questions was that of boiler capacity. To help you determine your needs we have compiled a table of equipment requirements (Fig. 1). It should help you appraise your current needs and also aid you in planning for expansion.

The figures shown in the table are applicable to most presses and other equipment on the market today. While there may be some slight variances, they are not important enough to make too much difference.

*Continued on page 30*

# Sanitone's

**Which is the Brand New Suit...**  
and which has been Sanitone Dry Cleaned 50 times?



Such a boost for all dry cleaning will raise the industry's standards, build public confidence in it. This campaign is typical of the way the stage is set for the Sanitone Licensee to capitalize on his sales opportunities.

**Automatic Proof That Repeated Quality Dry Cleanings Do Not Alter Look and Feel of Newness**

about how  
and the  
must be  
on hand  
all the  
active

significant difference between this suit and the one that was brand new, after in-cupping. That's why you can be sure you and your family will always look your best when you look in the cleanest Dry Cleaned suit. Approved Service - for Sanitone Dry Cleaning.

**"I learned the truth about Quality Dry Cleaning from two little pieces of cloth"**

They proved that repeated  
**SANITONE® Dry Cleanings**  
do not wear out  
my family's clothes

Two identical fabric swatches, one Sanitone Dry Cleaned 50 times and the other untouched, were presented to me by my Sanitone Dry Cleaner. Imagine my surprise and delight when I couldn't tell which one had been subjected to repeated dry cleanings. The color was the same, their feel the same. The color was not the slightest indication of wear. Now, I'll never have any fear of washing all of our clothes, even my most delicate fabrics, in our Sanitone Dry Cleaner, often.

Why don't you safeguard your family's clothes by taking them to your local Sanitone Dry Cleaner. See the Twin-Swatch Test yourself. To be completely assured that Sanitone Dry Cleaners everywhere will give you highest quality dry cleaning with maximum safety.



Make a "Nookie Test" of  
Quality Sanitone Dry Cleaning!



Your Sanitone Dry Cleaner is eager to show you that Sanitone Dry Cleaning is the best you can buy! That's why he is offering you a **Robustness Test** on each of his cleanings. Let him show you how he cleans. Their crisp, handsome look will show you Sanitone Dry Cleaning will surely and protect the

**Sanitone Dry Cleaning**  
A Division of Emory Industries, Inc., - Canton, Ohio

**Which Easter Suit is Brand New...and Which one was Sanitone Dry Cleaned 50 Times?**

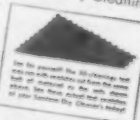


**Famous Two-Suit Test Proves it Pays to use Quality Dry Cleaning**

One of these two identical formal suits was Sanitone Dry Cleaned fifty (50) times. The other was left untouched. Even experts could detect no significant difference either in appearance or in the feel of the fabric. This is dramatic proof that repeated Sanitone dry cleanings do not wear and change!



Sanitone Dry Cleaner is giving your garments that brand new look and feel that keeps you looking your best. Call on him now and avoid the fast fade-out of your favorite look for the dry cleaner who offers **Robustness Approval Service**. Or write today for the name and address of the Sanitone Dry Cleaner nearest you.



**Sanitone Dry Cleaning Service**  
A Division of Emory Industries, Inc., - Canton, Ohio

**Over 80% of All National Advertising for Dry Cleaning Is Sanitone Advertising**





**Fig. 1. Equipment Requirements in Boiler Horsepower**

EQUIPMENT	BOILER HORSEPOWER
<b>Finishing (Drycleaning)</b>	
Mushroom and topping presses . . . . .	.75
Utility presses . . . . .	1.50
Hothead offset presses . . . . .	1.50
Legging presses . . . . .	1.50
Steam irons . . . . .	.25
Steam-air finishers . . . . .	2.00
Three-head puff irons . . . . .	.33
Four-head puff irons . . . . .	.50
Bag sleeves . . . . .	.50
Steam finishing boards . . . . .	1.50

<b>Finishing (Shirts)</b>	
Cuff presses . . . . .	.75
Yoke presses . . . . .	.25
Single sleeve presses . . . . .	.25
Double sleeve presses . . . . .	1.25
Cabinet sleeve presses . . . . .	1.25
Collar presses . . . . .	.35
Body presses . . . . .	1.50
Bosom presses . . . . .	1.50
Cabinet bosom and body presses . . . . .	1.75

(Note: These are the requirements of each piece of equipment, regardless of whether a 1-girl, 2-girl or larger unit is considered. One manufacturer suggests that b.hp. for the complete unit be between  $4\frac{1}{2}$  and  $5\frac{1}{2}$  for each unit.)

<b>Petroleum Vacuum Stills</b>	
25 g.p.h. . . . .	1.5
50 g.p.h. . . . .	2.0
75 g.p.h. . . . .	2.6
125 g.p.h. . . . .	5.4
200 g.p.h. . . . .	8.6

<b>Synthetic Solvent Stills</b>	
20 g.p.h. . . . .	1.25
30 g.p.h. . . . .	2.0
50 g.p.h. . . . .	2.5
75 g.p.h. . . . .	4.0
100 g.p.h. . . . .	5.0

<b>Petroleum Tumblers</b>	
36" x 30" . . . . .	3.0
36" x 40" . . . . .	3.25
42" x 42" . . . . .	4.0

<b>Synthetic Recovery Units</b>	
36" x 24" . . . . .	.75
36" x 30" . . . . .	1.00
36" x 36" . . . . .	1.50
42" x 42" . . . . .	2.00

<b>Miscellaneous Equipment</b>	
4-foot drying cabinet . . . . .	2.00
Spotting board . . . . .	.75
Windwhip . . . . .	4.00
Pants stretcher . . . . .	.75
Muck cooker . . . . .	2.00

Continued from page 27

But here is something important. All figures on presses and spotting boards are based on the use of an air vacuum system. If a steam vacuum system is used, the horsepower requirements go up at least one-half horsepower per unit. This is a definite economic reason for using air, in addition to the fact that an air vacuum arrangement provides much more flexibility in layout and workflow.

#### Useful Boiler Definitions

One B.Hp. = 34.5 pounds steam per hour (from and at 212° F)  
 One B.Hp. = 33,472 B.t.u. per hour  
 One B.Hp. = 139.5 square feet E.D.R. (steam)  
 One square foot E.D.R. (steam) = 240 B.t.u. per hour  
 One square foot E.D.R. (hot water) = 150 B.t.u. per hour  
 One pound steam (from and at 212° F) = 970 B.t.u. per hour  
 One therm = 100,000 B.t.u. per hour

Courtesy Fulton Boiler Works, Inc.

When calculating boiler requirements, it is essential to plan to insulate the steam headers throughout the plant. Not only does it add to employee comfort; it saves real money.

For example, an uninsulated steam line 2 inches in diameter will lose more than 1.5 b.hp. every hour for every 100 feet it extends. Insulation will save more than three-fourths of that b.hp., otherwise lost through radiation.

Similarly, a good boiler insulation job will save you money. This can be done effectively, and at little cost, with a two-coat asbestos job wired on with chicken wire. The second coat should be troweled smooth and hard. The two coats should have a total minimum thickness of  $1\frac{1}{2}$  inches. There are also special boiler coverings commercially available. Write to the editor for further information.

#### Does your boiler have sufficient ventilation?

There are two points to consider for efficient operation and maximum output of your boiler. One factor involves the stack and chimney; the other, proper ventilation in the boiler room.

The chimney itself should be higher than any adjacent building and should extend at least 4 feet above a roof, parapet or bulkhead. It is better if no cap is placed on top of the chimney. But if one is used, it should be

#### Requirements for Hot-Water Heaters and Storage Tanks

Storage	G.P.H.	Boiler Hp. Required at Capacity
40 gal.	150	5.25
65 gal.	200	7.
100 gal.	300	10.5
200 gal.	450	15.7
360 gal.	750	26.

Courtesy Fulton Boiler Works, Inc.

mounted at a height equal to the diameter of the chimney.

No other equipment should be attached to the same chimney, because the efficiency of both units will be reduced. If you plan to try this, be sure to consult a boiler expert beforehand. It will only work under special conditions.

The stack, that portion from the boiler to the chimney, should be as short as possible with as few bends as possible. The stack should always slant upward toward the chimney. If it is necessary to run the stack more than 6 feet, add 1 foot of chimney height for every extra 2 feet of stack. If more than two 90 degree els are used, add 1 foot of chimney height for every extra el.

Recommended chimney sizes for the average installation are given in Fig. 2.

It is most important that the boiler have sufficient ventilation. Without sufficient fresh air the fire is starved. By ventilation, we mean there must be an opening direct to the outside air, of sufficient area to provide the air needed for proper combustion.

To burn fuel properly, one square-inch opening is needed for every 3,000 B.t.u. input of fuel. Another way of saying it is that in the case of an oil-fired boiler 50 cubic feet of air per minute are required for burning oil.

There should be a fixed opening;

Continued on page 35

**Fig. 2 Recommended Chimney Sizes**

Boiler size	Chimney size
4 hp.	6" dia. x 10 feet
6 hp.	6" dia. x 10 feet
10 hp.	8" dia. x 10 feet or 6" dia. x 25 feet
15 hp.	10" dia. x 10 feet or 8" dia. x 25 feet
20 hp.	12" dia. x 10 feet or 10" dia. x 25 feet
25 hp.	12" dia. x 10 feet or 10" dia. x 25 feet
30 hp.	14" dia. x 10 feet or 12" dia. x 25 feet



**fresh as a daisy...**

*because paper "breathes"*

Paper "breathes," allows fresh air in, protects against mildew, odors.

Paper protects against fading, and wrinkles. Paper prints better.

With your selling message on it, an International Paper garment bag is a walking, working ad for your store and your services. Call your International distributor.

*your most dependable source of supply...*

**INTERNATIONAL**

SOUTHERN KRAFT DIVISION



**PAPER**

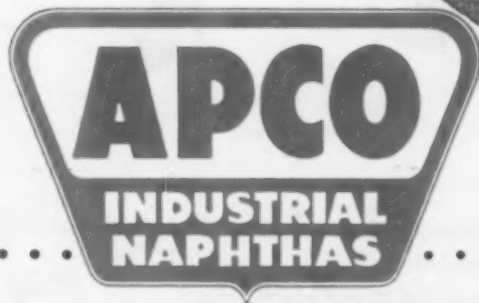
NEW YORK 17, N. Y.



**DEODORIZED  
APCO 125  
IS YOUR KEY TO  
CUSTOMER  
SATISFACTION**

Deodorized APCO 125 produces perfectly cleaned garments, with absolutely NO ODOR. This is what your customers want. They feel that a solvent which leaves an odor is strong enough to damage the fabric. Keep customers happy and reduce tumbling time and temperatures, with Deodorized APCO 125. Get details from your APCO solvent man!

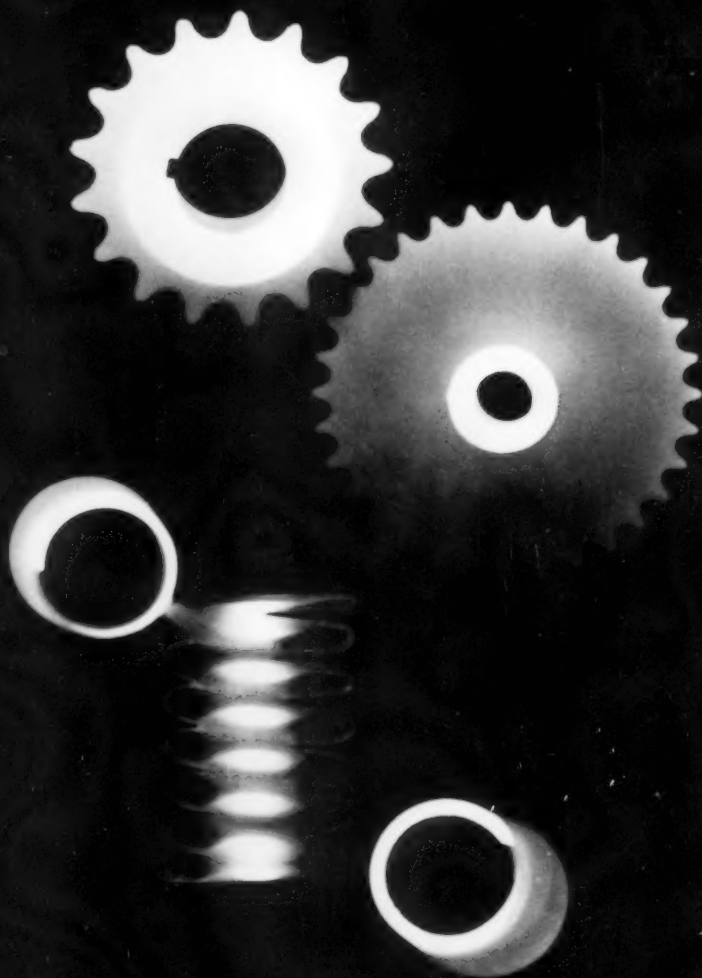
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**PRODUCERS • REFINERS**

**ANDERSON-PRICHARD** *Oil Corporation*  
OKLAHOMA CITY, OKLA.





In laundering, dry cleaning or rug cleaning...

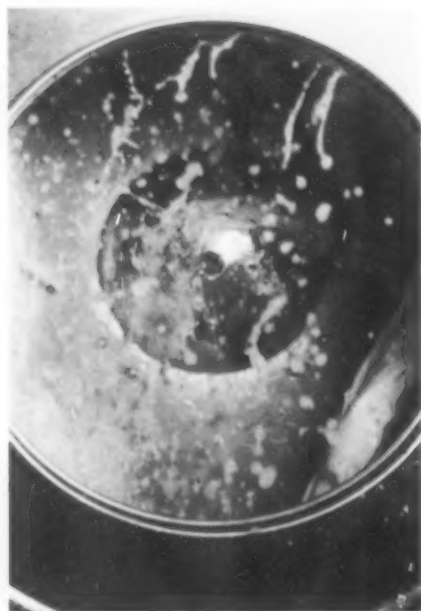
The ultimate science is soil removal  
chemical action    mechanical action

You get more from





**Chemical action, mechanical action—  
the scientific basis of laundry, dry cleaning  
and rug cleaning machinery design**



Ultimately, the reason for laundering, dry cleaning or rug cleaning is to remove soil from fabrics, then finish them properly. All successful methods involve both chemical and mechanical action. The most efficient use of these principles is the basic consideration in machinery design.

Here at American, our research and development people are continually testing chemical properties, new principles of mechanical agitation, the effects of heat and pressure—to the end that we are confident all of our products make full use of the latest scientific knowledge available.

The fact that we design and build laundry, dry cleaning and rug cleaning machinery is a distinct *advantage*. Often a dry cleaning discovery leads to a laundry improvement, or a laundry development is applicable to rug cleaning, and vice versa. Soil removal is the common thread.

Our Research Program is the only one of its kind, because only American serves every segment of the entire textile cleaning industry—commercial, industrial, linen supply, institution, quick-service and coin-operated laundries; dry cleaning; rug cleaning.

Our experience, devoted to all phases of the textile cleaning industry, and *only to this industry*, is still another way you get more from American.



You get more from

**American**



American Cleaners Equipment Co., Cincinnati 12, Ohio  
Division of The American Laundry Machinery Company

**Fig. 3 Recommended Opening Sizes**

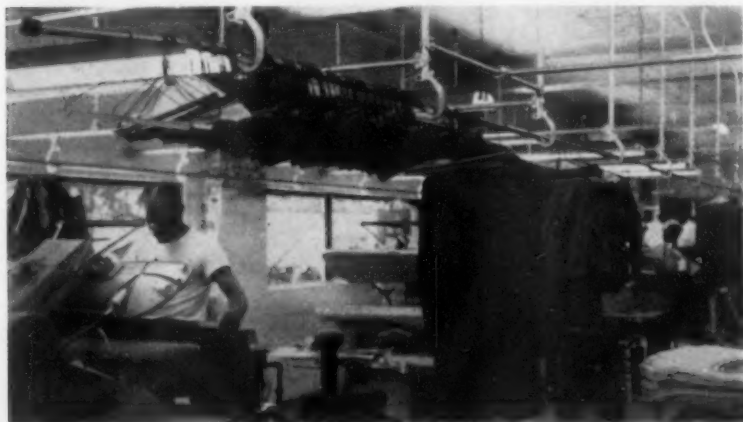
Boiler Hp.	Fresh-Air Opening
6	10" x 9"
10	10" x 14"
15	10" x 22"
20	15" x 20"
30	20" x 20"

not a door or window because often in cold weather such openings are closed for comfort. There should be a louvered, screened opening direct to the outside. Recommended opening sizes for various sizes of boilers are given in Fig. 3.

Drycleaning plants generally add to boiler ventilation problems. Tumblers and driers take vast amounts of air. Add to this the effects of exhaust fans which further rob the boiler of vital air. They do this by creating a down draft in the chimney as they suck their air requirements. Unless sufficient outside air is brought into the boiler room it will cause rumbling, combustion noises, minor explosions at the start, sooty flame and generally unsatisfactory operation.

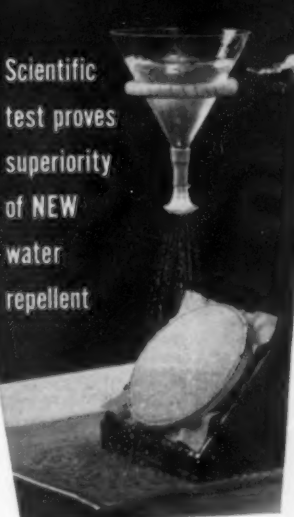
Most states have minimum space requirements on boiler installations. For example, in New York there must be at least 2 feet on all sides of the unit. On your presently installed unit, no doubt you are at least conforming with regulations. But on any future installations we suggest you plan for ample room around the unit. Congested installations will more than double maintenance costs.


It is wise to allow 4 feet from the chimney end of the boiler to the back wall for servicing. Wherever possible, allow room enough to remove the tubes, which are the approximate length of the boiler.



**Boiler horsepower** should be sufficient for every piece of equipment, plus 25 percent extra for future expansion

Scientific  
test proves  
superiority  
of NEW  
water  
repellent





**Is your boiler water chemically treated?**

Today's average plant operates a so-called "package boiler." This is a modification of conventional design to provide compactness, to occupy less space. Since package boilers are completely fabricated before shipping they are easy to install. All component parts are in one package, so to speak.

Large amounts of steam are produced in a comparatively small size.

This calls for relatively high heat-transfer rates and high steam-generating area per unit of packaged boiler volume. Water-holding capacity is much smaller than in conventional boilers.

Since there is a high evaporation rate, scale builds up at a rapid pace. Smaller steam space promotes priming and foaming. In addition to scale, there are corrosion and pitting plus dissolved gases to keep under control.

Corrosion may result from extremely hard water, acidity, excessive oxygen. All these factors will affect the life and efficiency of your boiler. There are only rare cases where water is soft enough for use without some treatment. It is safe to say that just about every installation requires some type of chemical treatment.

There are many leading companies in the chemical field that will analyze a sample of boiler feedwater and recommend suitable treatment. After treatment has been used regularly in the boiler, a sample of boiler water should be sent to the same company for analysis to determine whether the treatment is getting desired results.

If you are not now using some type of boiler treatment, you are wasting money. The time to do something about it is *now*. Check the advisability of installing a softener.

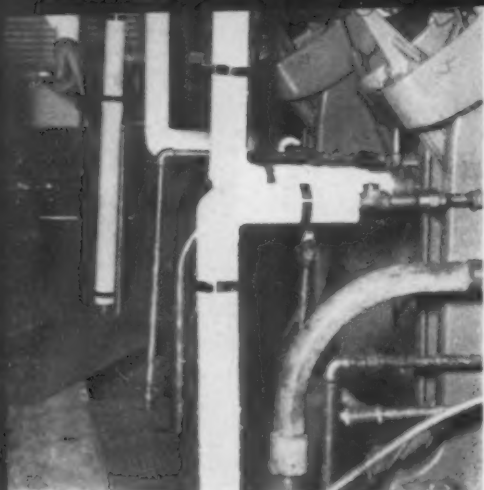
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At left is an action photo of the spray test designated by A.S.T.M. (*American Society for Testing Materials*).

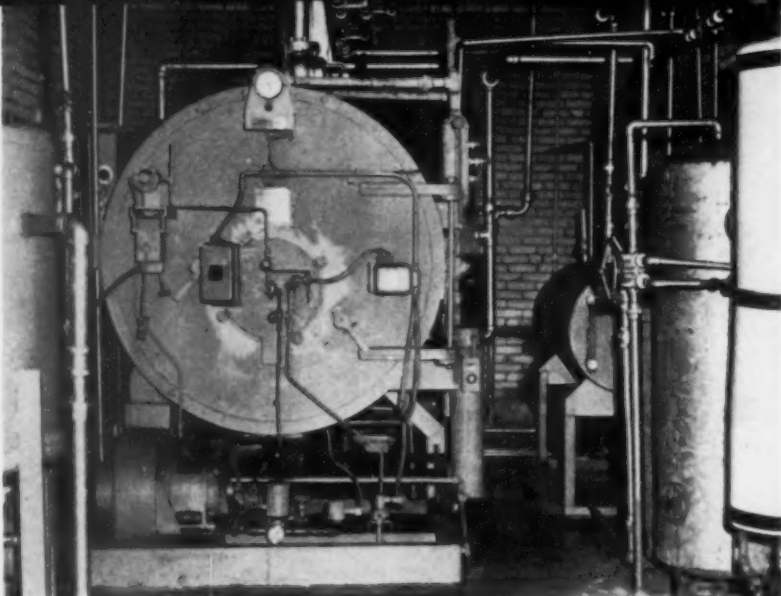
This technique provides an accurate measurement of water repellency.

Street's new REP-100 is the first non-flammable water repellent capable of producing a 100 spray rating in either petroleum or synthetic solvents. Order the new REP-100 from your favorite jobber salesman.

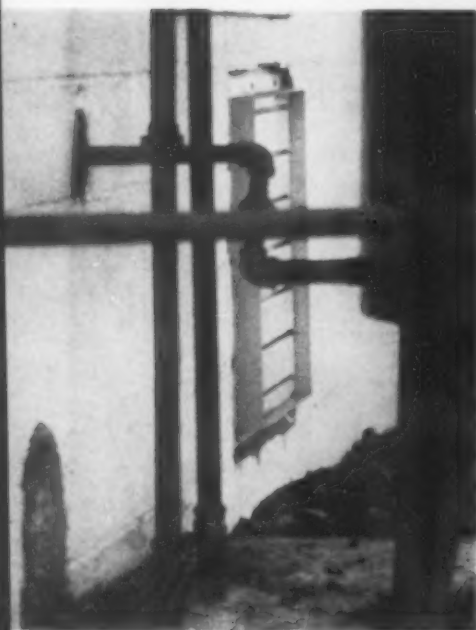
R. R. Street & Co. Inc. Chicago 6



**Carefully planned piping** saves money. This covered trench makes a neat installation

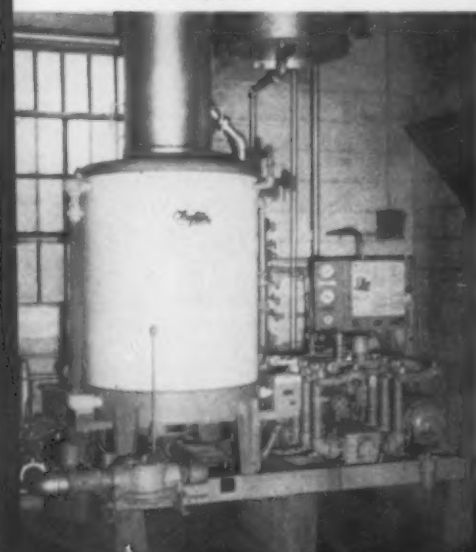


**This room houses only heat-generating equipment**



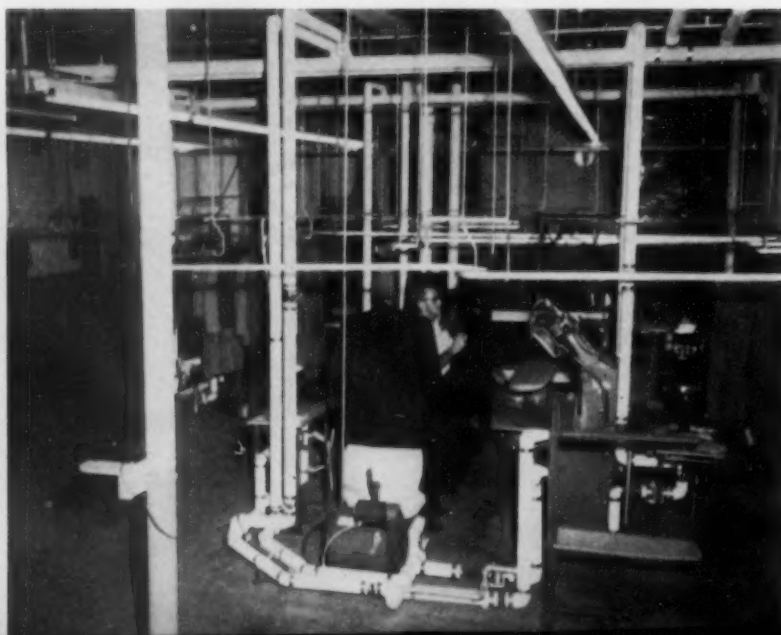
**Leuvered opening** in boiler room provides right amount of air for proper firing

**Vertical installation** saved space for this drycleaning plant



**Exhaust fans** can create downdraft in boiler chimney

**Good insulation** can pay dividends by saving boiler horsepower





### What about planned maintenance?

A boiler is a self-destructive piece of equipment. It must be given regular maintenance and periodic inspection. Each boiler manufacturer supplies a maintenance chart for his own equipment. Be sure to check those specific requirements. Here are some general rules to follow on all boilers.

Proper boiler maintenance calls for *daily* inspection, as well as quarterly, semiannual and annual check-ups. For example, blowdowns should be done at least once a day, and more frequently in some cases, depending upon the chemical analysis of the boiler feedwater. The schedule at the right should keep your operation relatively troublefree.

These are basic and recommended maintenance procedures for the majority of steam plants. If they are followed you will keep your operating costs down and protect one of your major investments.

### Do you have modern safety controls?

Like all operating equipment, a low-pressure steam boiler can run into unnecessary repair bills, or a shortened life, if proper safeguards are not provided. Two principal causes of trouble are breakage due to overpressure, and burning because of a low-water condition.

The boiler manufacturer provides for overpressure by furnishing a steam pop safety valve on the boiler. Burning or melting of tubes, drums or sections results when there isn't sufficient water to absorb the heat of the combustion area.

The boiler manufacturer specifies a safe water level which must be maintained at all times. The danger that accompanies a low-water condition is recognized by all leading boiler authorities and insurance companies. The ASME Code for Low-Pressure Heating Boilers specifies:

"Each automatically fired steam or vapor-system boiler shall be equipped with an automatic low-water fuel cut-off so located as to automatically cut off the fuel supply when the surface of the water falls below the lowest safe waterline. If a water feeding device is installed, it shall be so constructed that the water inlet valve cannot feed water into the boiler through the float chamber and so located as to supply requisite feedwater. The lowest safe water line should be not lower than the lowest visible parts of the water glass."

Fortunately, water feeders, low-water cut-offs and pump controls are

### DAILY CHECK LIST

1. Blow down boiler regularly. (When boiler is in service see that the blowdowns are made when steam generation is lowest.)
2. Blow down boiler level control.
3. Check lubrication on air compressor or blower.
4. Make certain boiler ignites properly.
5. Check the water level.
6. Keep the boiler room clean.

### QUARTERLY

1. Inspect and clean burner.
2. Check heating surface for corrosion, pitting or scale.
3. Clean strainers ahead of traps in steam lines.
4. Examine all valves and cocks (reground valve seats and re-pack stems where necessary).
5. Replace all gaskets when closing up boiler.

6. Refill boiler and check water level.

### SEMIANNUALLY

1. Clean all fireside surfaces of soot deposit.
2. Drain boiler, flush internal surfaces with a pressure hose.
3. Remove all scale deposit.
4. Check tubes and replace badly pitted ones.

### ANNUALLY

1. Clean fire and water sides thoroughly.
2. Check fire brickwork and replace or repair when necessary.
3. Check feedwater pump and motor alignment. Examine pump and base bolts for tightness.
4. Check water pump shaft packing.
5. Check electrical controls and terminals.
6. Replace gaskets when closing boiler.

### Percentage of Saving of Fuel by Heating Feedwater— Steam at 60 Pounds

Final Temperature	Initial Temperature of Water—Fahrenheit															
	32°	40°	50°	60°	70°	80°	90°	100°	120°	140°	160°	180°	200°			
60°	2.39	1.71	0.86	0												
80°	4.09	3.43	2.59	1.74	0.88	0										
100°	5.79	5.14	4.32	3.49	2.64	1.77	9.90	0								
120°	7.50	6.85	6.05	5.23	4.40	3.55	2.68	1.80	0.							
140°	9.20	8.57	7.77	6.97	6.15	5.32	4.47	3.61	1.84	0						
160°	10.90	10.28	9.50	8.72	7.91	7.09	6.26	5.42	3.67	1.87	0					
180°	12.60	12.00	11.23	10.46	9.68	8.87	8.06	7.23	5.52	3.75	1.91	0				
200°	14.30	13.71	13.00	12.20	11.43	10.65	9.85	9.03	7.36	5.62	3.82	1.96	0			

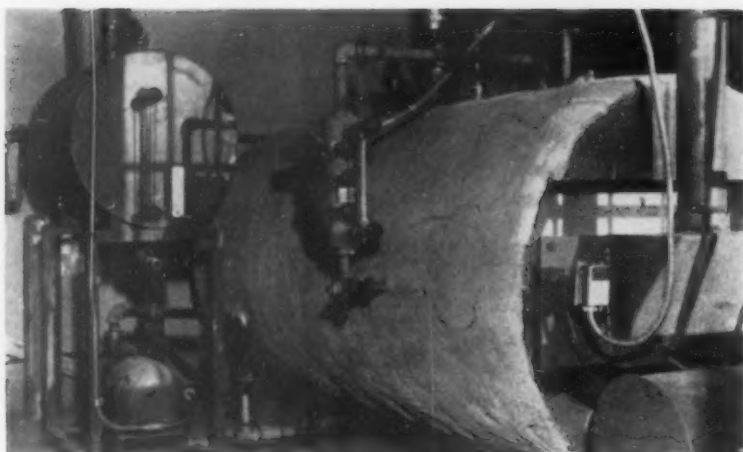
Courtesy Fulton Boiler Works, Inc.

### Steam Temperatures at Various Pressures

Lb. Pressure Per Sq. In.	Temperature F.	Lb. Pressure Per Sq. In.	Temperature F.
0#	212°	65#	312°
5	227	70	316
10	239	75	320
15	250	80	324
20	259	85	328
25	267	90	331
30	274	95	335
35	281	100	338
40	287	105	341
45	292	110	345
50	298	115	348
55	303	120	351
60	307	125	353

Fractional temperatures to nearest integer.

Courtesy Fulton Boiler Works, Inc.



**Safety controls and insulation make this an efficient installation**



**Timer kicks boiler on in morning, off at night**

available to our industry. If your boiler isn't so equipped, now is the time to do something about it.

#### **Do you have sufficient hot water?**

More and more cleaners are going into the shirt laundering business. And boiler horsepower requirements for just the finishing equipment alone can run in the neighborhood of 5½ hp.

Some cleaners have installed water storage tanks through which they pass their condensate to help heat the wa-

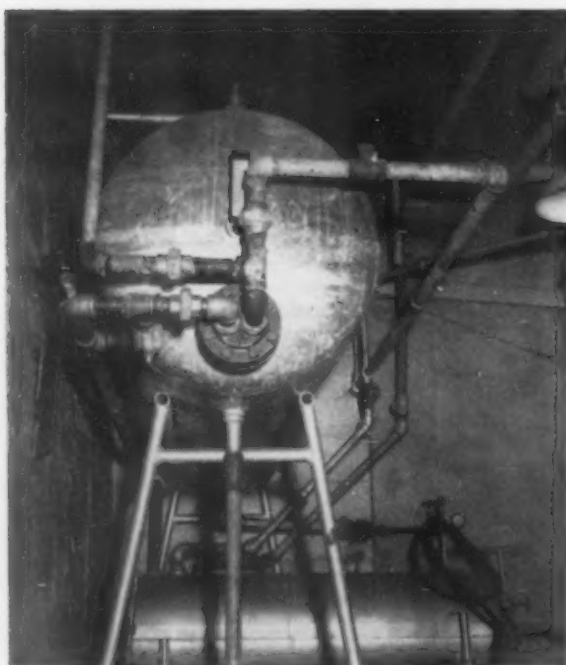
ter. A steam line direct from the boiler is also used to further heat this water. While they may get the job done, it is a tremendous drain of steam needed in other departments of the plant.

The average plant with a 25-pound open-end shirt washer will use over 100 gallons of water per load. (It takes about 4.5 gallons of water per pound of shirts.) It is much more economical to install a separate water heater for the purpose.

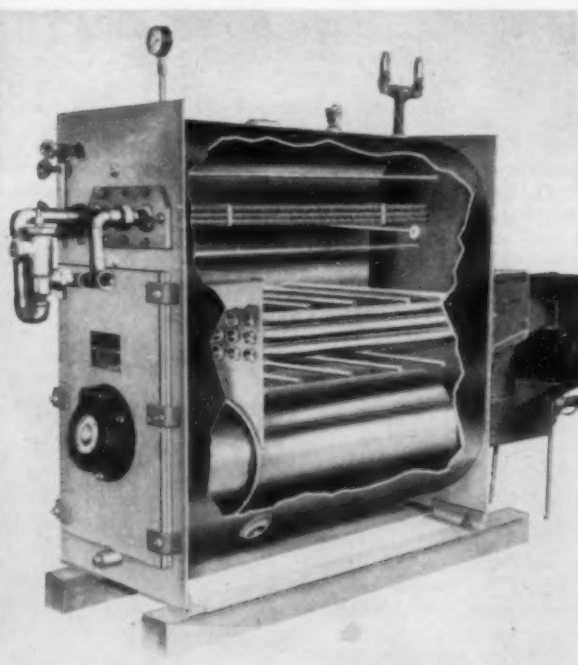
There are tankless heaters available that do the job much more efficiently.

They are basically heat exchangers. That is, a water chamber in the boiler contains water which is some 240 degrees F. Copper coils pass through this water chamber and the tap water running through the coils picks up the heat and leaves the chamber at about 200 degrees F.

Such units eliminate the need for a storage tank and take the load off your steam boiler. The initial investment of a water heater will soon pay for itself in savings, efficiency and better quality work. *Continued on page 40*



**This hot water tank** utilizes return condensate. It has provisions for direct boiler steam, if water temperature drops. It works, but drains vital boiler horsepower needed for finishing



*Courtesy National Combustion Co.*

**Tankless water heater** is extremely efficient. Steam boiler is free to do its main job of providing boiler horsepower for cleaning, spotting and finishing departments

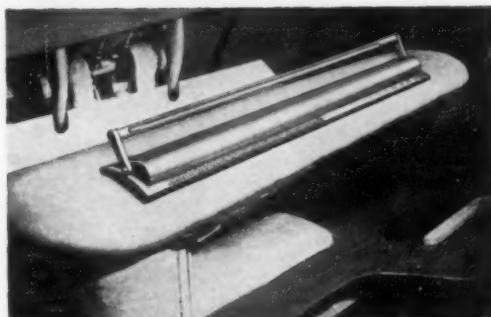
# • Designed for More Efficient Drycleaning Work •



## STANDARD SCALE BASKET

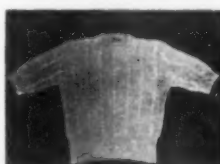
16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Replacement Liner .....  
**\$ 4.95**



## BLOK-RITE SWEATER PROCESS

This amazing machine positively re-tightens stretched waist bands, necks, and cuffs of tired sweaters and restores the original shape and elasticity to knit-wear—all in a matter of seconds. Jingles your cash register! **Price \$49.50**



Sweater on left will look like sweater on right in seconds.

## ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

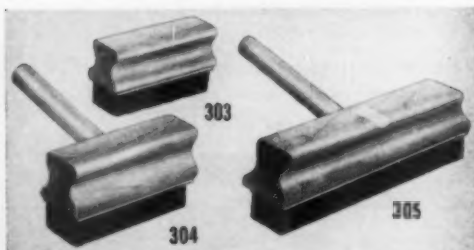
With stand add ..... **\$15.00**

Scale alone ..... **\$18.00**

Basket alone ..... **\$22.00**



## NEWHOUSE "ALL IN ONE" WONDER BRUSHES



303, \$2.25    304, \$2.50    305, \$4.95

Ideal Carding Brushes for all types of fabrics. 303 and 304 for lighter work, 305 for heavier work. Specially designed, rust-proof wire bristles.



## ZIPPER REPAIR TOOL

Does any zipper repair job easily and efficiently. No experience necessary. Cuts cost—speeds work.

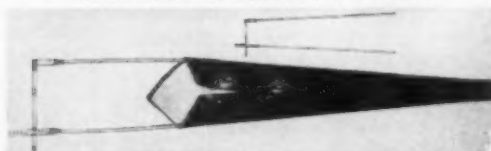
**\$12.95**

**Talon Parts Kit \$8.50**

**SEND FOR FULL LINE CATALOGUE**

**Sold Through All Drycleaning and Laundry Jobbers.**

## NEW SELF-LOCKING TIE FORMS



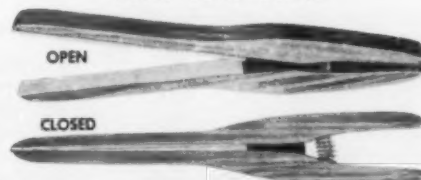
No. 1 Prong type for ties with center stitch **\$4.95**



No. 2 Closed type for open center ties . . **\$5.95**

Both forms are self-adjusting at any point. Both are ideal on press or finishing board. To end all your tie finishing problems, you need both these fine tie forms. Nylon cover, easy to replace is \$1.00.

## COAT VENT CLAMP



Grips and holds coat vents firmly in place while garment is being finished on coat machine or Adjusta-Form. Leaves no imprint. Cuts finishing costs.

**Only \$3.00 each or \$5.50 a pair.**

**NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.**

## Traps Offer Profit Opportunities, Too

OFTEN plantowners will jump at the conclusion that their boilers are too small when confronted with a problem of inefficiency. A little common-sense investigation may reveal that the fault lies elsewhere.

For instance, heavy losses can be caused by steam leaks. Poor draft or an improperly sized chimney costs money. Then, proper traps, correctly installed, can make big savings.

We are not grinding the axe for one design of trap over another. Each type has its particular advantages. For ex-

ample, Wisconsin Cleaners in Milwaukee, Wisconsin, installed one type and experienced a saving of over 500 gallons of fuel oil per month. A New York plant installed another type of trap and reduced fuel bills 10 to 15 percent.

The important point in both cases is that these plants installed the right size traps, at the proper locations. They followed the manufacturers' recommendations on selection and installation, *as well as maintenance*. Not only can fuel savings be effected;

there is case history after case history of increased production because better quality steam was available at point of use.

The following check list will help you analyze your own trapping setup. If you aren't sure in answering the questions whether you conform or not, the answer is "no." And, again, "no" answers call for a study of the text, which will tell you how to overcome the problem. When you have studied the solutions, take action for corrective measures. *Do it now.*

### What are qualifications of a trap?

As we said in the beginning, we are not advocating one manufacturer's trap over all others. Each make has its particular features. But on the other hand, they all measure up to the five basic requirements under certain conditions. It is up to you to determine the conditions that exist in your own plant, then compare the claims of the various manufacturers as to how their traps meet the requirements.

The less maintenance traps need, and the simpler maintenance is, the better for you. The first step in preventive maintenance is choosing the right trap. Here are five qualifications:

1. Trap should release condensate quickly as it forms to keep equipment at maximum temperature for best output.
2. Trap should not leak steam in order to operate. (This is wasteful.) It should close steam tight when not discharging condensate.
3. Trap should bring equipment up to temperature in the shortest possible time and should not air-bind.
4. Trap should have few, simple working parts.
5. Trap should be smallest possible size to do the job. Oversized traps increase costs, can cause rapid wear and steam waste.

On that fifth qualification, here is another point to consider if you operate a petroleum plant. Today, most charged-system soaps call for low

### Check List for Steam Traps

	Yes	No
1. Do you know the five qualifications of a good trap?	_____	_____
2. Is each piece of equipment trapped?	_____	_____
3. Is the trap in the right location?	_____	_____
4. Is each trap properly piped for testing and replacement?	_____	_____
5. Are your traps tested on a regular preventive maintenance program?	_____	_____
6. Do you understand causes and remedies of trap troubles?	_____	_____

steam pressures for distillation (30-35 p.s.i.). It may be that your still came equipped with a high-pressure trap unless the low-pressure trap was specified. If that is the case, be sure to change the trap for maximum efficiency of distillation and conservation of steam.

### Is each piece of equipment trapped?

It is vital that each and every piece of equipment be individually trapped. If not, interference between two or more units develops, seriously affecting output and steam consumption. While this may seem an elementary point, check every piece of equipment utilizing steam in your plant.

If one or more pieces are using a common trap, now is the time to make a change. It will save you money in the long run.

### Is the trap in the right location?

First of all, your traps should be fitted as closely to the steam-heated unit as is possible. This saves steam and makes the trap respond more quickly to conditions in the equipment. A strainer should be fitted before each trap to keep out dirt, scale and core sand that cause rapid wear and costly repairs.

A standardized piping job will simplify maintenance and replacement costs. There should be an inlet union to the trap and an outlet union from the trap.

Keep one or more of the various types of traps on hand in your stockroom. Then, when a trap needs cleaning or replacement, simply break the unions, remove the old trap and install the new. Then tighten the unions.

Continued on page 42



# CISSELL EQUIPMENT

*in use the world over*



with FABRIC  
PRESSING HEADS

with VACUUM

SINGLE, DOUBLE, or  
TRIPLE TABLES



with WATER-SPRAY  
GUN & CONDENSER

with UNPOLISHED HEADS  
including pad and cover

with POLISHED HEADS  
less pad and cover

## LOOK TO CISSELL FOR THE FINEST PUFF IRONS WITH FABRIC PRESSING HEADS



Cissell Puff Irons with Fabric Pressing Heads and vacuum is the modern equipment for finishing many new fabrics... faster, easier. Large volume of up-steam, strong vacuum, and the Fabric Pressing Head remove difficult wrinkles, reduce hand ironing, give materials a brighter look. For conventional hand-pad finishing, the fabric head may be moved out of working range. (See illustration at right.) Fabric Pressing Head Puff Irons available in Double Table Units, (either two-way or four-way) Triple Table Units and Single Table Units... on any Puff Iron except No. 3 Egg. Illustrated above: FOUR-WAY, FABRIC PRESSING HEAD UNIT—TWO 45" DOUBLE TABLES... standard unit includes No. 2 Mushroom, 1L Ladies' Shoulder, 3 Egg, 4X Sleever, Angular Corner Plate with Back and Square Extension with bracket for 4X Sleever.

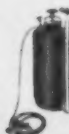


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*Consult Your Jobber*



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Charged-system distillation  
is more efficient if a low-pressure  
steam trap is used

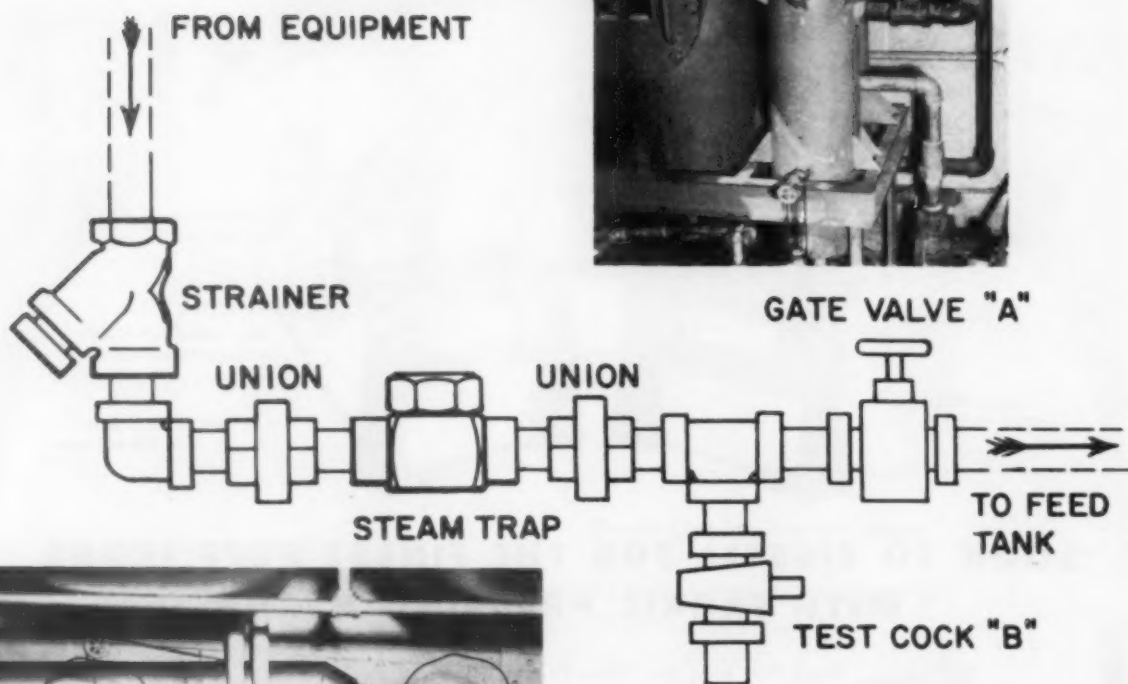
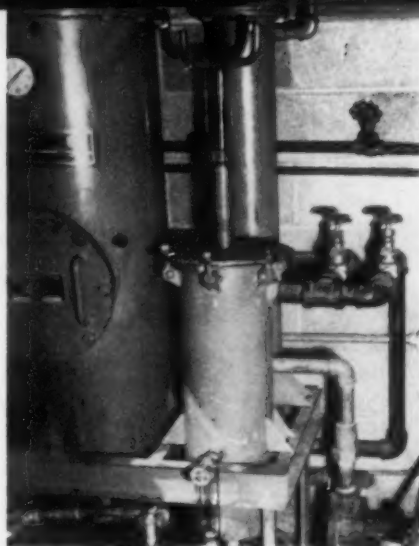
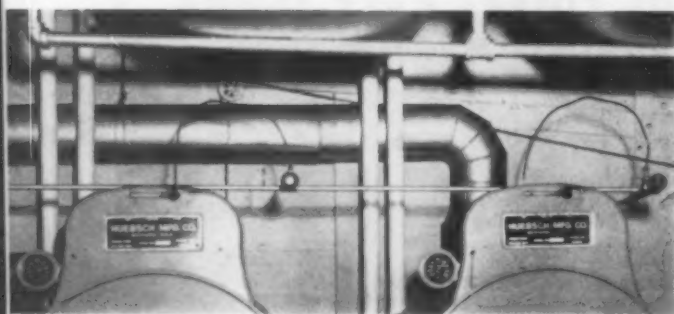


Fig. 4. Simple standard steam trap-strainer-test  
cock assembly for easy installation and mainte-  
nance (above)

Be sure each piece of equipment is individually  
trapped (left)



Continued from page 40

#### Does your piping permit testing and replacement?

In addition to the union connections just mentioned, there are other things for you to check for top performance. First of all, there should be a check valve in the discharge side of the steam line. This will prevent the discharge from one trap from backing into another trap. It will also prevent backflow from the return line when you test the trap.

Which brings us to a very important point. A test valve hookup provides a simple way to check a trap's performance. It eliminates all guesswork whether a trap is operating properly. The standard hookup shown in Fig. 4 fills the bill.

To test, simply close valve A (Fig. 4) and open valve B. The discharge can then be seen. The trap may be:

1. Opening and closing normally. If so, close B and open A. No maintenance is necessary.
2. Not discharging condensate, causing the equipment to lose temperature.
3. Blowing steam caused by dirt or scale, or some other cause.

The last two conditions call for maintenance or repairs. For causes and remedies of trap troubles see the last portion of this chapter. In most situations it is more expedient to remove the trap and replace it at once with a stand-by trap. The defective unit can then be repaired at leisure, working on a table or bench.

On the other hand, most trap manufacturers supply repaired traps at little if any additional cost above the cost of parts. This has the advantage that a factory repaired, tested and guaranteed trap is ready for use when replacement is called for.

If you decide to make your own repairs, be sure to test the trap before installing it back in the steam line.

There is one more thing to remember when installing traps. There should be a shut-off valve that isolates each piece of equipment from the rest of the steam system. This way you can open the trap for inspection or make the suggested replacement while the rest of the equipment is operating.

The steam supply valves on presses or tumblers can act as shut-off valves ahead of the trap. The same applies to stills. The check valve in the return

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**CISSELL DRYERS** have an 8-Stage Heat Control. Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 **FIXED** stages of heat assure that temperature is *positively* maintained—and every drycleaner knows how important that is!

*Mr. Drycleaner*

. . . get these advanced features with

# CISSELL DRYERS

- Years of dependable service
- Accurate temperature control
- Fast drying—complete deodorization

**DELIVERS 3200 cu. ft.**



**OF AIR PER MINUTE**

42" x 42" SIZE

**CISSELL DRYERS** in *all* sizes deliver *large* volumes of air for fast drying and complete deodorization.

**CISSELL DRYERS** are modern in cabinet design. Install them side by side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than 1 minute. Air Filters standard equipment on 42" x 42". Cissell superior features add up to drying *at its very best!* For proof, just ask the man who uses a Cissell Dryer!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". **ALSO AVAILABLE:** Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

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line can take the place of the return line shut-off valve. But sometimes the check valves don't remain tight. It is better to have a cut-off valve in that line as well.

#### Are your valves tested regularly?

Trap manufacturers recommend that you inspect your traps at least once a year. If you take care of equipment only when a breakdown occurs, you are wasting steam and valuable fuel. Even though the equipment seems to be working all right, there can be a lot of waste. In the finishing department production can drop almost imperceptibly, but surely, costing you untold amounts of money.

There are several ways to check your traps. We will discuss these, then follow with causes and remedies for trap failures. The easiest way to check a trap is the test-valve method just described and shown in Fig. 4.

Other test methods include:

1. Pyrometer method
2. Listening device
3. Glove method

When using the pyrometer, file a clean spot on both the inlet and discharge lines. If the discharge-line temperature is way below the inlet-line temperature, the trap is not blowing steam. If the discharge temperature is almost as high as the inlet temperature the trap may be blowing steam and the trap should be checked.

A listening device can be a steel rod or a stethoscope. Hold one end of a steel rod against your ear and the other against the trap. Intermittent discharges can be clearly heard. Excessive rattle indicates loss of prime. The stethoscope works the same way as those used by doctors. The only difference is that the little round box is replaced by a metal probe.

The sounds that are transmitted to

the stethoscope are the same as with the metal rod. While either is a reliable method, it takes considerable experience to use the listening devices, since other noises are telegraphed along the lines.

The glove method is simple, but practical. Put on a pair of canvas gloves and put one hand on the inlet side. Put the other on the discharge line. If you have to let go of the inlet side much sooner than the discharge pipe, the trap is probably all right. If you have to let go of both pipes at about the same time, then the trap may be blowing steam.

#### Causes and remedies of trap troubles

There can be cold-trap and hot-trap difficulties. We will outline probable and possible causes for these various difficulties, and what you can do to correct the problem. Details are given in the box below.

## Trap Troubles—Causes and Solutions

### Cold Trap—Most Likely Causes

1. Trap orifice plugged with dirt. Clean trap or replace. Be sure there is a strainer ahead of, or an integral part of the trap.
2. Vent closed with dirt or oil. Clean or replace and check strainer.
3. Dirty strainer ahead of trap. Blow it down or replace screen.
4. Badly worn valve parts. Replace trap.
5. Change in pressure. If you took a 30-pound trap from your still and placed it on your tumbler, it would refuse to open. Or if you operated at 80 p.s.i. with 80-pound traps and decided to increase boiler pressure to 100 or 110 p.s.i., the traps would have to be modified to conform to the new pressure. Be sure you have the right trap for the right job.

### Cold Trap—Possible Causes

Steam pressure may be too high for trap due to:

1. Increase in boiler pressure.
2. Pressure regulator out of adjustment.
3. Pressure gauge on boiler reads too low.

There are many causes for hot trap conditions, too. Here are the symptoms, and the remedies:

### Hot Trap—No Discharge

1. Trap is installed above a leaky bypass valve.
2. Leaking syphon pipe in syphon-drained unit.

### Steam Loss

If your test shows that the trap is blowing live steam, trouble may be due to:

1. Piece of scale lodged in orifice. Clean or replace trap.
2. Valve parts worn. Replace valve and seat.
3. Temporary prime loss. If the trap is blowing live steam, close inlet valve for a few minutes; then gradually open. If the trap catches its prime and operates, the chances are the trap is all right.

### Continuous Flow

If the trap discharges water continually, there can be one of two things wrong. Check for these conditions:

1. Abnormal water condition. Boiler may foam or prime, throwing large quantities of water into the steam lines. A separator should be installed at the boiler. More important, check the feedwater conditions.
2. Trap too small for the job. Replace with proper sized trap.

### Sluggish Heating

Sometimes a trap will cycle properly yet the unit fails to heat. This can be due to three different causes. Here they are:

1. One or more units may be short-circuiting. Be sure each unit is individually trapped.
2. Trap may have insufficient air-handling ability. Replace with proper unit.
3. High-pressure trap on low-pressure job. This is particularly true of stills, as mentioned earlier in connection with charged system soaps. Be sure you have the right size trap for the job.

### Return Line Trouble

If the trap operates all right when discharging into the atmosphere but trouble is encountered when it is connected with the return line, excessive back pressure may be the cause. Check for:

1. Return line too small (trap hot). Enlarge line.
2. Other traps may be blowing steam. Check other traps and replace any defective units.
3. Atmosphere vent in condensate receiver may be plugged. (Trap can be either hot or cold.) Clean the vent.
4. Return line plugged with dirt. (Trap can be either hot or cold.) Clean return line.

*Continued on page 46*



*Look at the quality of your work*



*thru the eyes of your customers*

## CISSELL FORM FINISHER

- \* No Foot Pedals
- \* Fully Automatic
- \* Air and Steam at the same time
- \* Controlled Air Pressure

Meet your customers' demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully on the FULLY AUTOMATIC Cissell Form Finisher. The Cissell Time Switch permits operator to do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position.

Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

CISSELL FORM FINISHER includes one set of #11 Sleevers, one set of #24 Sleevers, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.

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LEVER ADJUSTED NYLON FORM



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**DO-IT-NOW** Continued from page 44

Modern spotting depends upon vacuum and air as well as steam

## Vacuum Systems a Boon to the Industry

IT IS difficult to really appreciate how much the air vacuum has contributed to drycleaning. Without it our modern workflow, through-the-unit production methods would be all but impossible.

As mentioned in the section on boilers, air vacuum greatly reduces boiler horsepower requirements on finishing equipment. Then, too, today's spotter relies heavily on vacuum to speed up spotting, to avoid ringing.

Air vacuum systems are well designed, carefully manufactured, and will give excellent service. Yet many plantowners complain that motors burn out, vacuum is inadequate, that they are not getting the savings promised by manufacturers. While these are all legitimate complaints, in practically every case the fault lies with the plantowner, not the manufacturer.

Not too much has been published on the subject of air vacuum equipment. But this integral part of your plant must be fully understood if you are going to get the efficiency and savings it offers. The check list that follows gives you an opportunity to test your knowledge. A better understanding on the part of drycleaners can materially reduce the problems that exist in many plants.

Chances are if you answer all the

### Check List for Vacuum Systems

	Yes	No
1. Do you know how to determine the right size system?	_____	_____
2. Do you know the six "do's" and "don't's" of installation?	_____	_____
3. Do you have a schedule for regular moisture drainage?	_____	_____
4. Do you have a lubrication schedule?	_____	_____
5. Do you know how to care for the tank?	_____	_____

questions with a "yes," you are enjoying troublefree service from your vacuum system. If you come up with a "no," you can avoid difficulties by following the advice in the following text. But, *Do It Now*.

#### Selection of units

Equipment requirements must be carefully tabulated before buying an air vacuum. A reliable dealer can be of invaluable help. There is a lot more to size selection than just counting the presses, present and future. But too often that is how the unit is purchased.

There have been occasions when a plantowner or a competitive dealer

has pressured the salesman into supplying too small a machine to save on initial costs. The result is that the owner sacrifices capacity and work quality. He will also experience failure of the unit. When that happens, expensive down-time can more than offset the small savings on the purchase.

The undersized unit will cause nothing but difficulty as long as it is used. All this can be avoided if the problem is approached in a common-sense, scientific manner. For example, it stands to reason that a topper will use less vacuum than a large steam table. The amount of air vacuum required to assure fast drying, fine garment finish and fast handling depends on:

*Continued on page 48*

# G'way — don't bother the man!



That's one of the two big jobs I  
can do for you — keep you from  
being pestered by Linting, Dust-  
ing, Graying and Dulled Colors!



## I'm DICALITE 7

and I'm a high-grade diatomite filter powder—none better. But, in addition to filtering your solvent sparkling clear, I also make that solvent conductive. Static drains away—doesn't get a chance to build up in the machine. And that means that static's dirty little friends can't hang around to give you headaches. I keep 'em out!

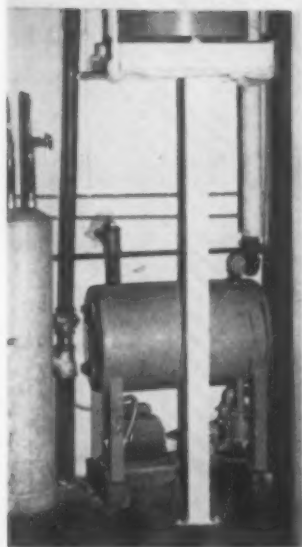
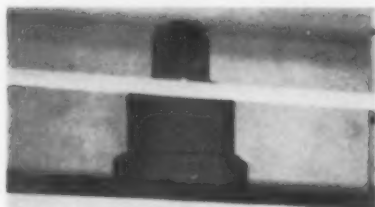
No other filter powder can do for you what Dicalite 7 does,  
because there is no other filter powder like Dicalite 7.

Your supplier will furnish you with Dicalite 7 if you ask for it by name.

*Write for information*

DICALITE DEPARTMENT, Great Lakes Carbon Corporation  
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*Dependable*  
**GLC**  
GREAT LAKES  
**Dicalite**  
DIATOMACEOUS MATERIALS



Overhead air-vacuum installation saves space



Water drain-off is one part of proper maintenance

Continued from page 46

1. The size and type of pressing buck.
2. The time of the pressing cycle.
3. The skill and speed of the operator.
4. The type of garment.

The accompanying chart (Fig. 5) will serve as an accurate guide for the proper calculation of your needs. The figures are the *factor*, the use of which will be explained.

In most cases, the average laying

and drying time, when vacuum is used, is about 15 percent of the total time the garment is on the press. The 50 percent figure involves garments causing difficult lays, such as pleated skirts and similar pieces.

Here is how to use the table in Fig. 5:

1. Estimate for each press whether the type of work it will normally perform falls into the 15 or 50 percent category.
2. Refer to the selection table. Mul-

tiple the resulting factor for each press by the number of presses you have in each classification.

3. Add up the total requirements, plus a margin for future expansion.

Let us take a typical case. Assume a plant is doing about \$1,000 a week. Its possible requirements are shown in Fig. 6.

The grand total of 6 1/8 units (Fig. 6) indicates the size of machine this plant needs, in a realistic manner.

The first step in a good installation

Fig. 5. Vacuum Selection Table Factor

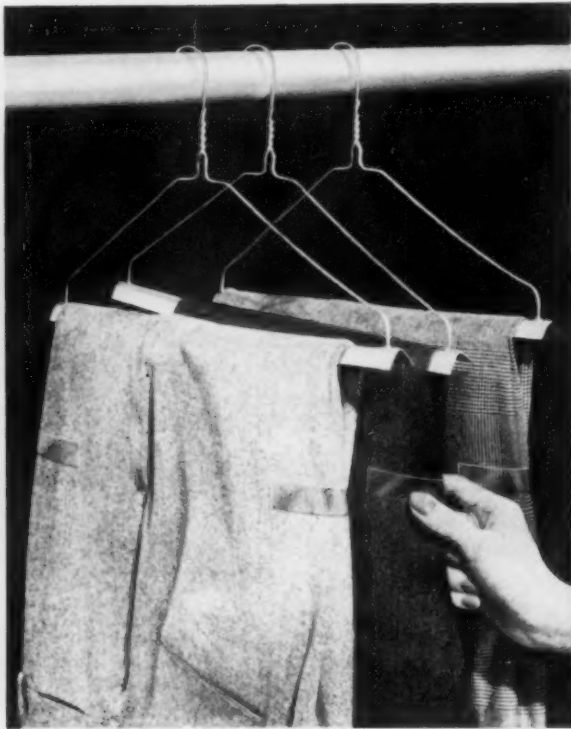
Equipment	Time Vacuum Used	
	15%	50%
Press—under 24" . . . . .	1/4 F	3/4 F
Press—24—40" . . . . .	1/2 F	1 1/2 F
Press—42—48" . . . . .	1 F	3 F
Press—over 48" . . . . .	1 1/2 F	4 F
Steam table . . . . .	2 F	6 F
Spotting board . . . . .	1/4 F	3/4 F

Fig. 6. Vacuum Capacity for \$1,000 Weekly Volume

No. of units	Type equipment	Class	Factor	Subtotal
2	Utility 42-48"	15%	2 x 1	2
1	Topper—under 24"	50%	1 x 3/4	3/4
1	Press—over 48"	15%	1 x 1 1/2	1 1/2
1	Spotting board	15%	1 x 1/4	1/4
1 (future)	Utility 42-48"	15%	2 x 1	2
1 (future)	Topper—under 24"	50%	1 x 3/4	3/4
Required capacity				6 1/8 units



# Sacks? Slacks?



## *Keep 'em on the hanger with* **SCOTCH** REG. U.S. PAT. OFF. *Cellophane Tape* BRAND

No pin-holes or puckering . . . no expensive holding devices needed. Slippery silk and rayon dresses really hug your hanger when you anchor them with strips of neat "SCOTCH" Cellophane Tape. Slacks stay put, too, with just a loop of stick-at-a-touch "SCOTCH" Brand to hold them in place. Inexpensive to use (as little as  $\frac{1}{4}$ ¢ per garment or less), easy to apply, "SCOTCH" Cellophane Tape comes off clean, makes your job so much easier. Why not put several rolls to work for you *soon*?



"SCOTCH" Brand M-92 Definite-Length Dispenser measures out just the right amount of tape you need!

"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 5, MINN. EXPORT: 92 PARK AVE., NEW YORK 16, CANADA: LONDON, ONTARIO.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

**... WHERE RESEARCH IS THE KEY TO TOMORROW**





Arrows indicate points of lubrication on vertical vacuum

is selection, but then certain other things must be checked, such as installation.

#### Six Do's and Dont's of installation

Improper installation is a major cause of air vacuum failure. Here are six points to consider:

1. It is important that adequate inlet lines be used to connect the presses to the unit. The inlet of the vacuum unit will determine the minimum pipe size, while the distance from the vacuum to the equipment will determine the maximum. Undersize piping will not damage the unit, but will cause low press capacity and poor finishing.

2. If the lead wires are reversed, the unit will run backwards. This will not harm the unit but will cause low vacuum because the propellers are designed to run in only one direction.

3. Wrong voltages can cause trouble. Motors are wired at the factory to run on only one voltage, specified by the dealer, and are so tagged. A motor wired for 110 volts will fail on 220 wiring. Low voltage will cause motors to overheat, which will cause the heater coils to shut the unit down. If larger coils are substituted the motor will burn out, inevitably.

4. The air vacuum system must be installed in an area which is properly ventilated. Units installed adjacent to

a boiler, in a corner or under a stairway which is improperly ventilated, will overheat and cause the motor to fail.

5. Make sure the check valve is installed properly, according to its markings. If it is reversed it will open when the unit is in operation and close when it is turned off. This will result in inadequate vacuum and the condensation tank will fill with water.

6. Make sure the unit is mounted on a level, smooth and firm foundation.

#### Is moisture drained regularly?

The tank of the air vacuum system is there to collect the water which is removed from the garments. It is necessary to drain the tank *regularly*, weekly or daily. Units are normally installed with an automatic check valve so that the tank will drain when shut down, but this should be double-checked.

If the tank is allowed to fill up with water it will flood the impellers. The impellers are designed to operate in air. When they become flooded the additional load will overload the motor and cause it to fail.

#### What about lubrication?

While air vacuum systems require a minimum of maintenance, still they

do need periodic greasing. There are two types of units, vertical and horizontal. We will discuss the lubrication of both.

The vertical units have two points of lubrication. These are the bearings at the top and bottom of the motor. They need lubrication once a year. There are no grease fittings, but instead, set-screws which can be removed and a grease tube attached.

Be sure to use special high-temperature ball-bearing lubricant made for this type of operation. The bearings are mounted in such a way that there is a reservoir for one ounce of grease. When the unit is lubricated the old grease is automatically flushed out. Pressure grease guns should never be used, nor should grease fittings or oil cups be installed.

Horizontal air vacuum systems normally have four points of lubrication. There are two on the motor and two on the exhaust. These bearings should be lubricated once a year. The motor manufacturer specifies the motor lubrication.

The exhaust requires the same high-temperature grease used on the vertical unit type. The motor is connected to the exhaust with a flexible coupling which contains a rubber cushion which will require replacement approximately every five years.

#### Tips on tank care

The condenser tanks on the vertical unit type as well as on the horizontal type should be cleaned once a year. There will be an accumulation of dust, lint and scale which should be removed.

When the tank is thoroughly cleaned, the tank should be painted on the inside to avoid corrosion. The protective coating of paint will add years of service to the tank.

*Continued on page 56*



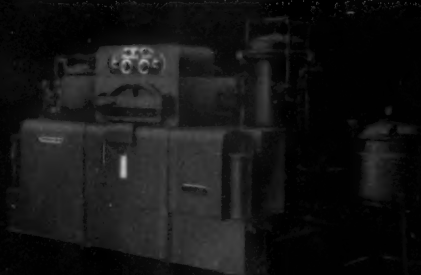
Gauge panel gives quick picture of entire plant operation

NATIONAL CLEANER & DYER

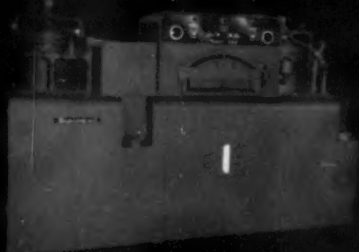
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# DETREX

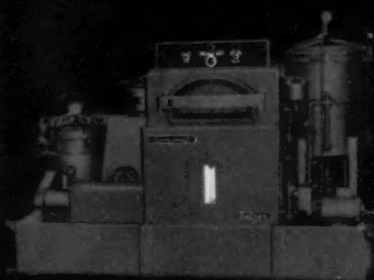
equipment  
CAN BE LEASED!



Detrex Monarch—  
capacity: 100-140 lbs. per hour



Detrex Diplomat—  
capacity: 150-200 lbs. per hour



Detrex Coronet—  
capacity: 60-80 lbs. per hour



Detrex Ambassador—  
capacity: over 300 lbs. per hour

## DON'T WAIT . . . INCREASE YOUR PROFIT NOW BY LEASING DETREX EQUIPMENT

The Detrex Lease Plan has been the solution for many drycleaners who found excessive operating costs or huge cleaning bills cutting into deserved profits. Detrex makes it easy for you to operate with the most modern equipment—equipment that assures you of the maximum profit from every sales dollar.

Thousands of Detrex owners and operators enthusiastically report increased profits after installing Detrex drycleaning equipment. There are four major reasons why Detrex increases profits . . . (1) you'll use much less perc, (2) less spotting of garments will be required, (3) you'll have less wet cleaning and (4) you'll have a minimum of re-runs. Don't forget that every re-run costs you double . . . because when the garment is re-run it takes up machine capacity that could be used for another garment.

Under the Detrex Lease Plan you can lease any of these Detrex drycleaning machines thus bringing your plant to peak profit efficiency . . . and included in this plan is an option enabling you to purchase the equipment at any time.

So write today and learn how you can increase your profits tomorrow.

**More On How to Make Bigger Profits** ➔



Detrex Synth-O-Saver—  
capacity: 35 lbs.  
Standard or automatic operation

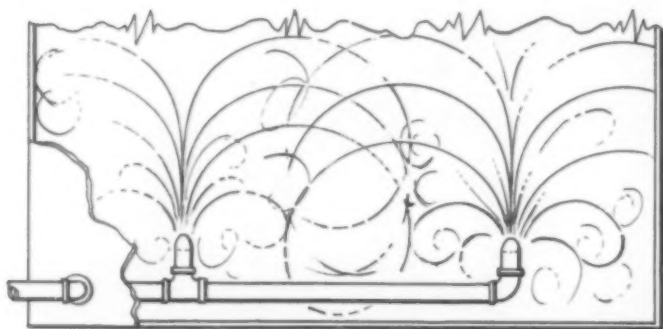
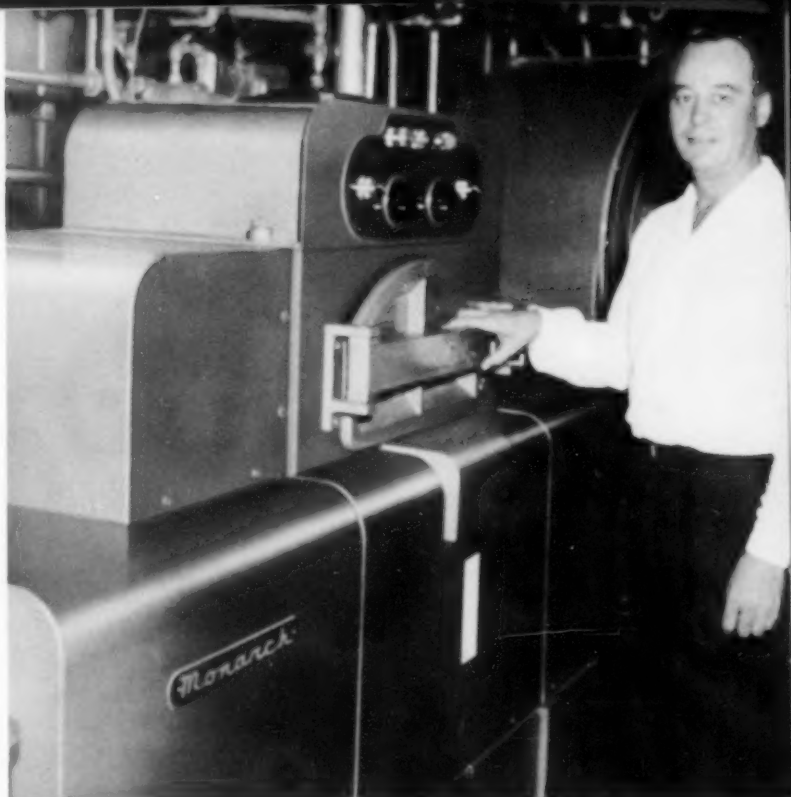


Detrex Synth-O-Saver—  
capacity: 50 lbs.  
Standard or automatic operation

## PROMINENT HOTEL VALET CHOOSES DETREX

For 13 years Rudy Bregy was head valet in such leading hotels as the Blackstone and the Stevens in Chicago. During this time he established an outstanding reputation for superior workmanship. One year ago he and his wife Margaret decided to install their own plant. They wanted equipment that would produce the quality work in keeping with the reputation they had established, and at the same time return them a good profit. Naturally, they chose Detrex. Since installing their Detrex Monarch their sales volume has increased 25%.

This 25% sales increase is even more significant when you consider that their store is located in the Gold-Coast Section of Chicago . . . where customers always demand and receive only the very best.



## ELIMINATE STORAGE TANK CLEAN-OUT

Detrex drycleaning machines incorporate an automatic tank sweep. Powder is swirled to the pump area for automatic clean-out of the storage tank. This important and convenient feature is typical of the many extras that are built into every Detrex unit . . . reasons why Detrex machines not only produce the finest quality cleaning, but are also the easiest and simplest to operate.

## HOW MUCH IS THAT DOGGIE IN THE WINDOW?

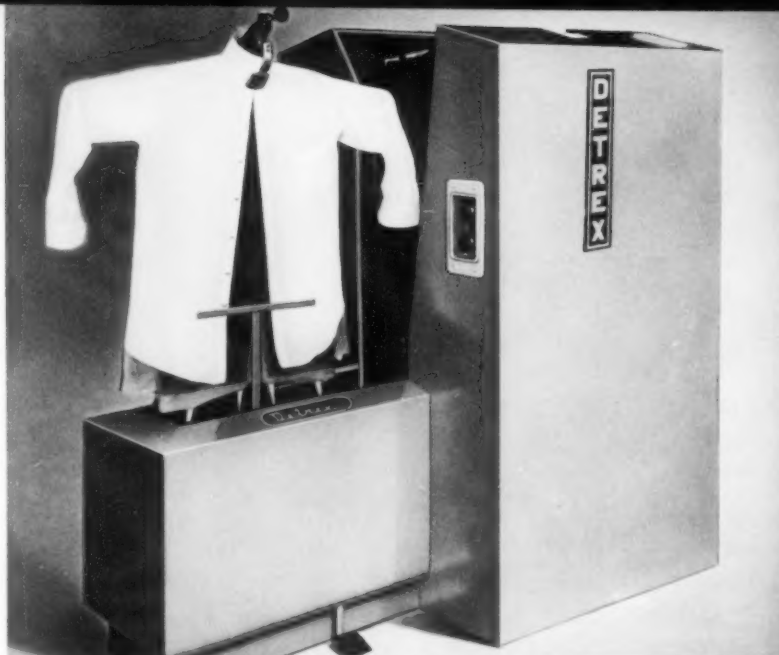
As a part of a merchandising program to increase drycleaning sales, Bregy Cleaners in Chicago displayed a number of stuffed dogs in their windows with the enticing offer to give one of the dogs to any customer who brings in \$50 worth of cleaning during the months of July and August. This simple little-eye-catcher actually helped increase business during a period that was usually slack. Certainly appropriate for those "dog days" of August. With this increased business being handled very nicely by a Detrex Monarch drycleaning unit, you can hardly say that business has gone to the dogs.





## IMPROVED SHIRT-FINISHING

The Detrex Cabinet Shirt Unit provides the drycleaner and laundry owner with a top quality machine and the finest shirt finishing quality available. Typical of all famous Detrex quality equipment, Detrex shirt units and presses return high profit dollars to the owner. More and more drycleaning shops are installing their own shirt finishing equipment and more of them are selecting Detrex. They know from having used Detrex drycleaning machines that all Detrex equipment is built for long, dependable, trouble-free service and always provide high-quality work year after year after year.



## INCREASED PROFITS OFFERED DRYCLEANER

No other line of drycleaning machines offers so much profit per load to the drycleaner as does the fabulous Detrex line with the profitable Detrex Drycleaning Process. Every one of the nine models of Detrex drycleaning machines pays for itself in increased profits for the drycleaner. The four major "profit-eating" items in any drycleaning operation are all drastically reduced by Detrex. Hand spotting is reduced because of the superior cleaning action of Detrex units. Wet cleaning is virtually eliminated. Re-runs are practically a thing of the past as Detrex cleans thoroughly

the first time. Solvent recovery in the Detrex Process is 95-98% efficient. Thousands of drycleaners have found that one drum of solvent will do the work that formerly required three or four drums. The result is more profit for you from every sales dollar and more sales dollars, too. Your customers will increase because with Detrex cleaning you can see and feel the difference. The Detrex Process keeps clothes looking like new longer. When you have the Detrex Process you have the very finest drycleaning process . . . in quality, service and economy.

## WE CAN SHOW YOU HOW TO INCREASE YOUR PROFITS!

For proof that Detrex equipment will return you increased profits, fill in the postage-paid reply card at the right. Check off the literature you would like to receive. Any or all of this information at no obligation, of course.

• CLIP OUT AND MAIL FOR MORE INFORMATION •

DETREX CHEMICAL INDUSTRIES, INC.  
DEPT. K-80  
Box 501, Detroit 32, Michigan

Please send me the following literature:

- |   |  |
|---|--|
| <input type="checkbox"/> Information On The Lease Plan                        | <input type="checkbox"/> Press Literature    |
| <input type="checkbox"/> Drycleaning Catalog                                  | <input type="checkbox"/> Conveyor Literature |
| <input type="checkbox"/> Shirt Finishing Literature                           |  |
| <input type="checkbox"/> Information on "How to Make More Profit With Detrex" |  |

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# PROFITS INCREASED FIVE WAYS SINCE BUYING DETREX



Mr. Isadore Schlossberg and wife, Rose, owners of Morton Drive-In Cleaners, 5932 Irving Park Road in Chicago.



Employees of Morton Drive-In Cleaners are enthusiastic in their praise of the Detrex Process over old-fashioned cleaning.

The Morton Drive-In Cleaners in Chicago, Illinois, have added their name to the long list of thousands of Detrex owners all reporting the same wonderful experience . . . profits increase tremendously after switching to Detrex equipment.

Mr. Isadore Schlossberg and his wife, Rose, have been in the drycleaning business for 28 years. Their first store was a pick-up station. Then, prior to World War II, they purchased their first synthetic unit.

Then in 1955, they decided to purchase another completely modern synthetic perc unit. After carefully looking at all makes they selected a Detrex Two-Bath Ambassador and two Detrex Synth-O-Savers. Immediately they started to note a rapid increase in their profits . . . accounted for in many ways.

1. Spotting supplies previously purchased in drums . . . now bought by the gallon. Supplies have been cut 75%.
2. Tremendously increased solvent mileage . . . 9000 lbs. per drum.
3. Insurance rates were drastically reduced.
4. Heavy spotter was no longer required . . . one man now does pre-spotting and cleaning.
5. Sales volume has tripled because of superior quality cleaning. Customers write letters of commendation. New customers come from areas far removed from their neighborhood.

This could be you! There's no reason why you, too, couldn't enjoy this increased profit experience. There's no secret to it . . . just switch to Detrex. If you think this isn't a typical experience . . . just talk to any Detrex owner. They'll all tell you the same story. They all have had their profits increased. That's why more Detrex drycleaning machines are sold than any other make.

LITHO IN U.S.A.

## BUSINESS REPLY CARD

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DETREX CHEMICAL INDUSTRIES, INC.

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DETROIT 32, MICH.

FIRST CLASS  
PERMIT NO. 9288  
Detroit, Mich.



use this card

to get complete information on any Detrex product. Just fill in and mail . . . no postage required.

**DETREX**

CHEMICAL  
INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN



*thinking about*

**CHRISTMAS GIFTS for**

*Employees?*

**HERE'S A PRACTICAL ONE!**

Subscriptions to this magazine, presented to your key employees, make wonderful, long-lasting Christmas gifts. And, because you subscribe yourself, you can order as many gift subscriptions as you need

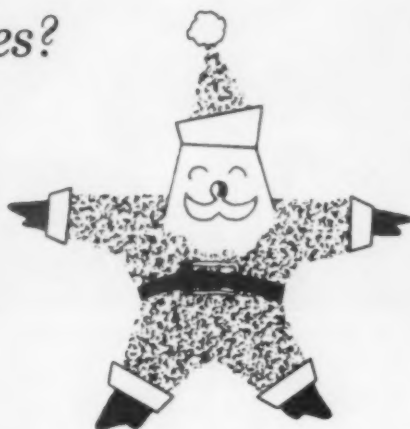
**AT HALF PRICE!**

All year-round, with their personal copies of this magazine before them, your key employees will be getting the same kind of down-to-earth, how-to-do-it-better information you're getting through your subscription.

With more people reading this magazine in your plant, there's bound to be more improvement in efficiency and quality . . . there's bound to be more business and more profits.

In addition to splitting the cost of gift subscriptions with you, we'll send a handsome Christmas card to each employee for whom you subscribe, announcing the gift to them just before December 25.

Won't you fill out your gift list today . . . and send it to us? We'll take care of your order immediately.



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INCLUDE OUR RENEWAL AT \$4.00 ☐



**This compressor** is in right place, away from hot boiler room. Note orderliness of tools, quickly available for maintenance work

## Modern Plants Need Compressed Air!

IF YOU are still operating without an air compressor, you belong to a rapidly decreasing minority of plantowners. The great increase in shirt laundering makes it mandatory to have a unit to operate the finishing equipment.

Some automatic synthetic drycleaning machines have air-operated valves. Then there is the tremendous influx of air-operated presses in the drycleaning finishing department. The foot-operated press is to air-press finishing as the horse and buggy are to the automobile.

And modern spotting techniques rely heavily on compressed air. Leather spraying, mothproofing (in some instances) and sizing all contribute to the need for air compressors. There is literally no end to the possibilities of the use of air to save labor.

In this section we hope to bring you information that will help you select the size unit you need or will soon need. We will cover pertinent pointers concerning installation of compressors and, finally, how to keep the unit operating in a troublefree manner.

Most plantowners have good basic knowledge of the functions of the compressor and its maintenance requirements. For their review, and to guide you who still are without this

vital equipment, the above check sheet will help.

Wherever you must answer "no," read the following for the answers. If correction is in order, *Do It Now*.

### Selecting the proper size compressor

Manufacturers of air compressors are glad to make recommendations for the right equipment you need. However, it will help you and your adviser if you have a clear understanding of certain fundamentals.

For example, there are *single-stage* and *two-stage* compressors. The term does not refer to the number of cylinders. A single-stage compressor can have one or more.

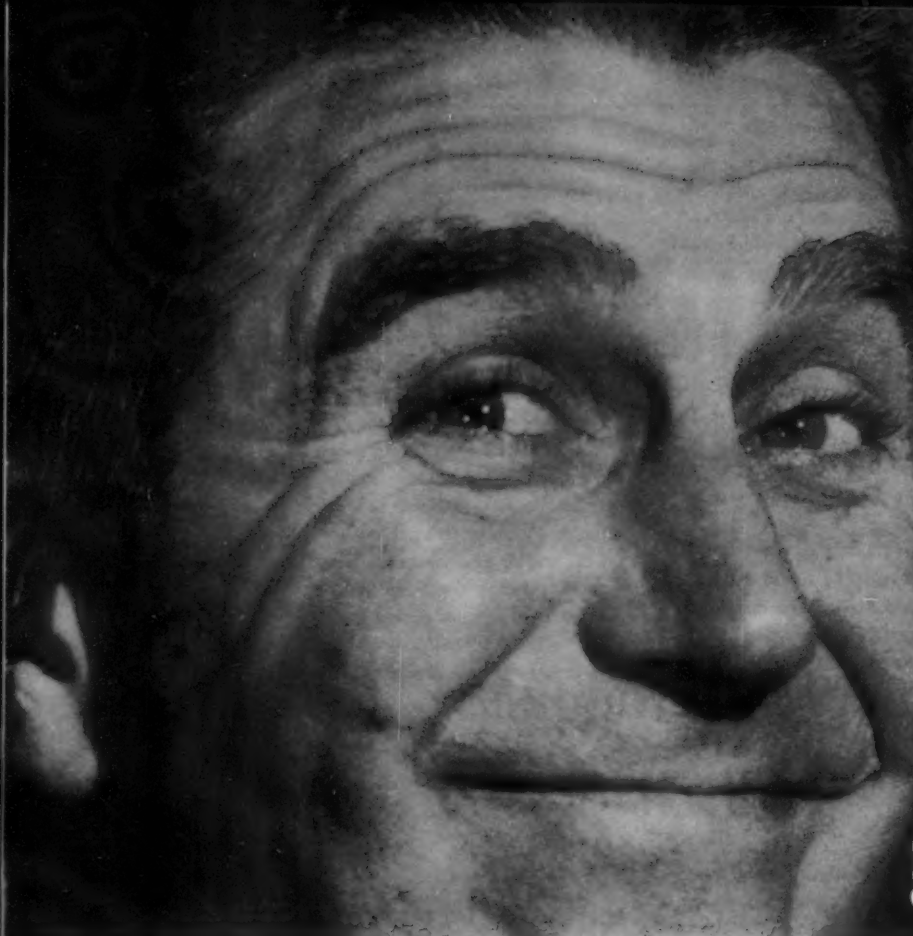
Each downward stroke of each piston takes air in at atmospheric pressure. On the upward stroke, the compressed air is discharged directly into the air receiver or tank. Single-stage compressors work best where pressures less than 100 p.s.i. are required.

A two-stage compressor always has a minimum of two cylinders. It has a low-pressure cylinder (larger) and a high-pressure cylinder (smaller). As the low-pressure cylinder goes downward, air is taken in at atmospheric pressure. On the upward stroke the low-pressure piston discharges the air through an intercooler and into the high-pressure cylinder on the downward stroke of the high-pressure piston. On the upward stroke of the

### Check List for Compressors

	Yes	No
1. Do you know how to select the proper size compressor?	___	___
2. Are you aware of the heat problems of compressors?	___	___
3. Do you know the wiring requirements?	___	___
4. Are you completely satisfied your installation is correct?	___	___
5. Do you have a regular maintenance program?	___	___





Car  
coats  
don't  
get my  
goat!

I make 'em profitable with ... **Caled Spray Spotter**

**The concentrated liquid spotter that cuts down on wet-cleans, spotting time, finishing time. Just spray it on, toss clothes back in wheel and get rid of 95% of your spotting.**

Here's all you do: Mix 1 part CALED Spray Spotter with 4 parts water in a spraying tank or other container. Spray or brush lightly on badly soiled garments. You don't have to scrub or rub. CALED Spray Spotter does the job itself—saves you time and labor. Throw the garments back in the wheel with dry load. That's it! You've taken care of 95% of your spotting. Clothes will come out really clean—ready to finish as fast and as easily as the rest of your work.

It's fast . . . It's easy . . . It saves you time and labor. Use with any system—all charge soaps • Use on any garment—any fabric • No tamping • No scrubbing • No feathering • Big help for inexperienced operators.

**Get badly spotted pants, car coats, shirts, dresses, overcoats clean in a hurry! • Cut general spotting down to a bare minimum! • Get today's work out today! • Use a one-shot, one-time spotter that will take care of almost all normal spots and will speed production!**

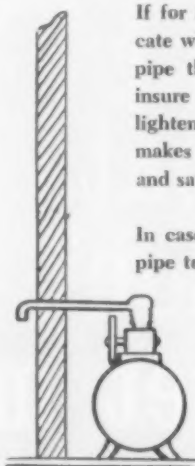
**CALED**

CALED PRODUCTS, INC.  
NEW YORK, N.Y.



Protect your profits—get your Caled Representative to show you what Caled SPRAY SPOTTER will do!

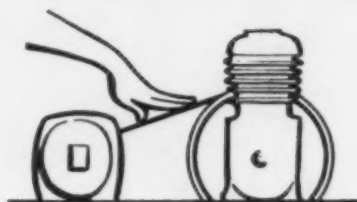
**LOCATION** It is desirable to locate the air compressor where there is plenty of clean, dry air and where the surroundings are clean. A well located, well kept compressor is an asset from an advertising standpoint. Be proud of it.



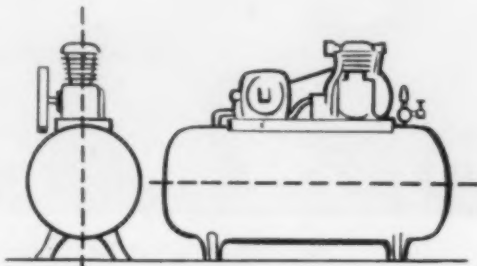
If for any reason it is not possible to locate where the indrawn air will be clean, pipe the intake outside the building to insure a clean supply of fresh air. This lightens the load on the compressor, makes it easier to keep the filters clean and saves in upkeep.

In case it is necessary to run the intake pipe to the outside, the intake should be increased in size depending on the length, and the muffler intake should be installed in an inverted position to eliminate the possibility of rain getting into it and being carried to the system.

**MOUNTING** In setting up the compressor see that it is level and plumb. This reduces vibration and unnecessary wear on belts, insures running accuracy, better flywheel action and minimizes noise due to these sources. Compressor should be anchored to the floor.



**BELTS** See that the belt or belts are properly adjusted. Sometimes the motor is thrown out of alignment in shipping. Belt adjustments can be made by loosening four motor bolts holding motor to base or motor slide rails. Belts should be tight enough to eliminate whipping, but not so tight that they put an excessive load on the motor and compressor bearings. A tight belt increases current consumption materially and prevents normal starting under load. A good rule to follow is to so adjust the belts that they will deflect about one inch under fairly strong pressure of the palm of the hand.



high-pressure piston the air is discharged into the air receiver.

Two-stage compressors are recommended when operating pressure exceeds 100 p.s.i. Their normal operating pressure is 175 p.s.i. The type you need depends upon plant requirements, but at least you should understand the expressions.

Here is another point. Press manufacturers rate their air requirements in terms of cubic feet of compressed air. On the other hand, compressor manufacturers generally rate their compressors in terms of cubic feet of free air. Free air is less than the displacement rating because of the fact that no compressor can be 100 percent efficient.

We want to acquaint you with the two terms. When you select a compressor, with the help of your dealer, make certain that the compressed-air requirements are converted to cubic feet of free air.

Many cleaners order compressors based on the horsepower of the compressor motor. That is all right, so long as the air output is sufficient.

Fig. 7 will give you a guide for selecting the right size unit, based on the number of presses you operate. Note that it shows *compressed air*, *cubic feet of free air* and *horsepower*.

#### A Word About Aftercoolers

*One thing many plantowners overlook in the purchase of a new compressor is to include a water-cooled aftercooler to remove condensation from the air before it reaches the presses.*

*Condensation and oil vapors carried over to the presses will clog the air mechanisms. As a result, they must be taken down and thoroughly cleaned. This is extra maintenance and expense.*

*For a small extra cost, an aftercooler and automatic drain-trap can be purchased. It will eliminate the condensation and oil vapor and the troubles they cause.*

#### Heat is a real problem

An air compressor must have some means of removing the heat from compressed air. It goes as high as 500 degrees, following a law of nature. That is, whenever work is done, heat is produced. And it takes work to produce compressed air.

Many cleaners put compressors (and vacuum systems) in the boiler room where the room temperature is already over 100 degrees. While this may help reduce the noise problem in the plant, it can make the compressor run abnormally hot. It reduces the machine's efficiency and shortens its life by many years.

Another practice is to install the compressors behind the presses, very near hot steam lines where they can also accumulate a great deal of lint. Once again, the compressor isn't getting a fair shake.

Compressors should be installed where there is plenty of clean, dry air and where the surroundings are clean. If it is necessary to locate where the

*Continued on page 62*



MOST WATER  
REPELLENTS  
LEAVE FABRICS  
TOO STIFF

# Signal Raincole

**Ends Water Repellent Problems . . .**

*a powerful NEW water repellent*

Signal Raincole is a new type formulation that gives a 100% spray rating when used on articles that have been cleaned in a no-rinse system. Does not leave fabrics stiff . . . but does restore the original mill finish.

MOST WATER  
REPELLENTS ARE  
NOT EFFECTIVE  
DUE TO "SOAP"  
RESIDUE AND  
WILL REWET



PROTECTS FABRICS FROM  
RAIN AND WATER-BORNE  
STAINS

ECONOMICAL TO USE —  
DILUTES 5 TO 1

LEAVES FABRICS RESISTANT  
TO WRINKLING

DILUTES WITH SYNTHETIC  
OR PETROLEUM SOLVENTS

**FREE promotional material to help  
you sell this extra charge . . .  
Extra Profit Service**



*Signal*  
**CHEMICAL MFG. CO., INC.**  
5020 RICHMOND RD.  
BEDFORD, OHIO

Send for **FREE BROCHURE** entitled  
"10 Steps To Extra Profit".

NAME .....  
ADDRESS .....  
CITY ..... STATE .....  
JOBBER .....



Mr. Norman Elenbaas picked the Primeliner after a year's study of other equipment.

**MICHIGAN CLEANER** *finds PRIMELINER perc system 75% FASTER than previous unit. Reclaims MORE SOLVENT and CUTS TUMBLING by 50%. COMPACT DESIGN uses one-half the floor space*

"After a year of checking every other brand of equipment, I bought the Primeliner," said Mr. Norman Elenbaas, owner of the new Hudsonville Cleaners, Hudsonville, Mich., and a veteran of 11 years in the dry cleaning business. "The filter, pump and other components that might give you trouble, have a reputation for good service. This consideration, plus the low price and excellent service from my Manitowoc jobber, convinced me that the Primeliner system was *my best buy*. It was delivered when promised, and installed, ready to go, a week before I was ready to start operating my new plant.

"Our new Manitowoc single-bath, perc Primeliner enables us to give our custom-

ers odor-free garments 75% faster than was possible with our old-type petroleum unit. In addition, we have almost eliminated spotting, because of the finer cleaning job this machine does."

#### **Saves Money Two Ways**

The Primeliner is a real solvent-saver, Mr. Elenbaas reports. "On every load we reclaim 2½ quarts of perc in half the tumbling time . . . savings we never realized with our old equipment. And we no longer require underground solvent tanks or expensive fireproof doors to separate the cleaning room from the finishing room . . . not to mention a reduction in insurance premiums."





### Easy to Operate

Miss Janet Blauwkamp can easily handle the entire cleaning and tumbling cycles with the Primeliner unit. She merely loads the machine, sets the dial and is free for other duties till the cycle is completed. Cleaning the equipment is just as simple. Instead of hand-cleaning the filter as was done previously, a fast, efficient pump does all the work. Machine clean-up time has been reduced from 4 hours to only one hour!

### Compare Quality — Compare Price

Now is the time to update your plant, improve the quality of your cleaning and increase your volume. See why *your best buy* is the all-new, profit-building Primeliner. Call your Manitowoc jobber today . . . or send in the coupon.

### Deluxe Features At Lowest Cost!

- **BIG CAPACITY**—over 100 lbs. per hour.
- **40 GPH "NO-SURGE-OVER" STILL** makes foaming-over and surging-over a thing of the past.
- **SUPER-SPEED RECLAIMING TUMBLER** with huge air flow volume . . . copper condensing coils. (No fins.)
- **STAINLESS STEEL FILTER PLATES** last forever . . . Manitowoc-Olson Tubular filter optional choice.
- **SMOOTH-STARTING FLUID DRIVE** eliminates overloads . . . reduces machine wear and tear.
- **DEPENDABLE MARLOW PUMP** is self-priming, centrifugal type for constant, full solvent flow.
- **HIGHEST QUALITY "FREE FLOW" COPPER TUBING** used throughout will last the life of the machine.

# MANITOWOC

**MANITOWOC ENGINEERING CORP.**

A Subsidiary of The Manitowoc Company, Inc.  
Manitowoc, Wis., Dept. M5-2



RUSH more details on the following!

- ☐ Primeliner Single Bath
- ☐ Percchlor 2-bath
- ☐ Finishing Equipment
- ☐ Tumblers ☐ Filters
- ☐ Stills

Name .....

Company .....

Address .....

City..... Zone..... State.....

DC-11

**Fig. 7. General Specifications for Air Compressors**  
70 lb. maximum discharge pressure

No. of presses to be operated		Piston displacement cu. ft. per min.	Motor horsepower	Actual delivery at 70 lb. pressure		Nominal receiver size
.24 cu. ft. of compressed air /min.	.35 cu. ft. of compressed air /min.			cu. ft. of free air per min.	cu. ft. of comp. air per min.	
1-2	1	4.22	¾	3.25	.56	30
3	2	5.85	1	4.50	.78	30
4	3	8.45	1 ½	6.40	1.11	30
5-6	4	12.8	2	9.25	1.60	60
7-10	5-6	18.0	3	13.2	2.29	60
11-16	7-11	30.5	5	22.9	3.97	60

Continued from page 58  
indrawn air will not be clean, pipe the intake outside the building to insure a clean supply of fresh air. This lightens the load on the unit, makes it easier to keep the filters clean and saves in upkeep.

On such installations the intake should be increased in size, depending on the length. The intake muffler should be installed in an inverted position to eliminate the possibility of rain getting into it and being carried to the system.

#### Some tips on wiring

A separate power line should be run from the switchbox to the automatic switch of the compressor. It certainly

should not be operated through a lamp socket.

Before doing any wiring check the data on the motor name plate to make sure your power matches the unit's requirements. If they don't agree and you go ahead with the wiring, you can seriously damage the compressor.

Check the wiring diagram furnished with the motor. On some sizes where automatic start and stop is used, there are limitations of the pressure switch. Note these before making any connections.

To avoid cancellation of your fire insurance, the wiring should be done by a licensed electrician who is familiar with the regulations of the National Board of Fire Underwriters and of the local inspector.

The size of wire recommended by the NBFU is a safe guide. That is, if the distance from the feed point to the unit is under 100 feet. Fig. 8 shows the NBFU specifications. In cases where the distance is over 100 feet, use wire that is three sizes larger than that recommended in the table.

Continued on page 64

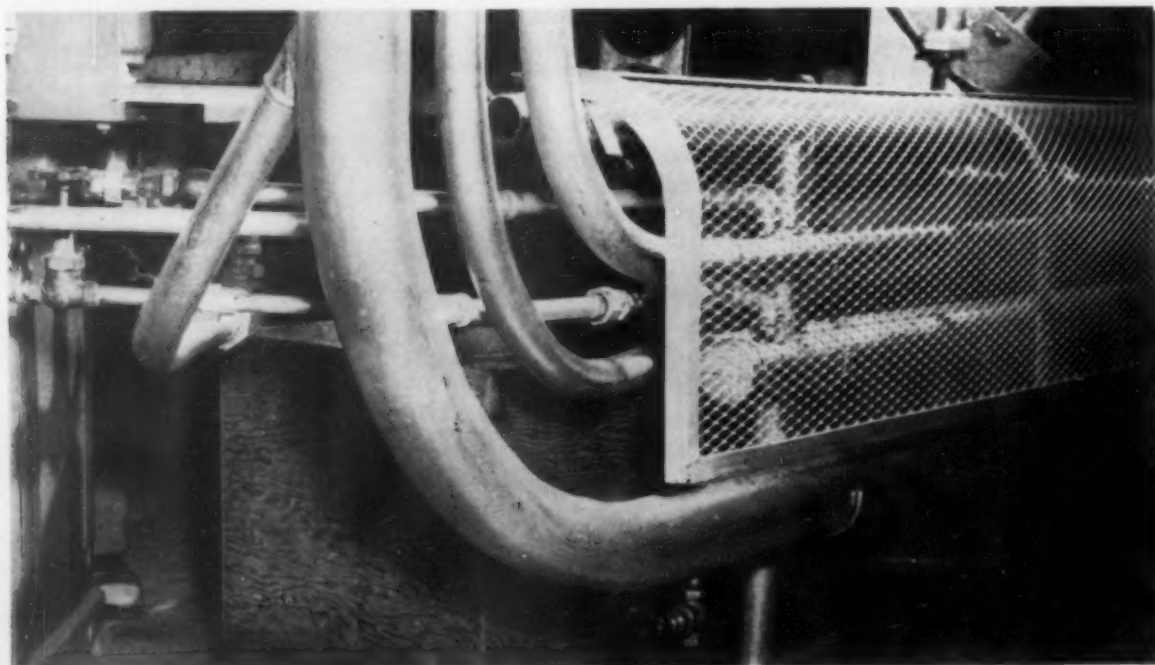
**Fig. 8. Sizes of Wire for Compressors**

Sizes to use for distances up to 100 feet from the feeder

Motor Horsepower	Single Phase		Three Phase		Direct Current	
	110 V	220 V	220 V	440 V	115 V	230 V
Less than 1	14	14	14	14	14	14
1	12	14	14	14	14	14
1 ½	10	14	14	14	14	14
2	8	14	14	14	12	14
3	8	12	14	14	8	14
5	4	8	12	14	6	10
7 ½	—	6	10	14	3	6
10	—	5	8	12	1	6

Courtesy—Ingersoll-Rand Co.

The wire sizes recommended in the above table are suitable for the compressor unit. If other electrical equipment is connected to same circuit, total electrical load must be considered in selecting proper wire sizes; otherwise, burned-out motor will result unless it is amply protected.



Curved piping provides efficient flow of steam, air, vacuum and condensate

**Dependable  
Warco Products  
Your Best Aids  
to Better Textile  
Maintenance**

**TEN-MINIT  
BLEACH**

10 lb. jars  
Case of 4 jars  
5 lb. jars  
Case of 6 jars



Makes whites whiter but retains the original softness and feel of the fabric. Takes 2 to 10 minutes in cold water. Most widely used bleaching compound on the market.

**ALL-COLOR  
BLEACH**

10 lb. jars  
Case of 4 jars  
5 lb. jars  
Case of 6 jars



Ideal agent for bleaching color combinations. Brightens colors, whitens whites. Bleaches out annoying perspiration and other stains. Safe for all colors and fabrics.

**The Accent is on G and P  
GREASE AND PAINT REMOVER**

At last, a grease and paint remover that really does the job. Completely soluble in cold water, G and P grease and paint remover whisks away paint, tar and oil deposits from fabrics and other materials in a flash. This remarkable new chemical is widely and effectively used by drycleaning and laundry plants from coast to coast.

Gallon cans  
Case of 6 cans  
30 gallon drums



**SILA-  
HAND**



8 ounce jars. Case of 24 jars

An Industrial Hand Cream recommended for persons whose hands are often exposed to the injurious, harsh and damaging effects of solvents and chemicals. The high percentage of Silicone in Sila-Hand forms a protective coating against the penetration of strong chemicals. Sila-Hand also contains Lanolin which helps restore the natural body oils to rough, dried-out hands. Sila-Hand is new and original.

**PRE-OIL-  
BREAK**

Gallon bottles  
Case of 4 bottles



Removes oxidized oils, grease, butter, fats, syrups, beverages, etc. Effective in removing up to 95% of all stains. Often self-sufficient without use of other spotting agents.

**SCRAM  
BLOOD**

Gallon bottles  
Case of 4 bottles

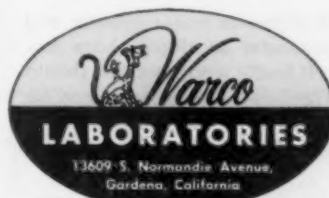


The instant blood removing agent. Recognized as the best, Scram Blood is ordered and re-ordered by drycleaners everywhere. Compare it with anything of its kind.

ORDER FROM YOUR JOBBER TODAY



SEND FOR OUR  
FULL LINE BROCHURE



Write direct for  
FREE SPOTTING CHART

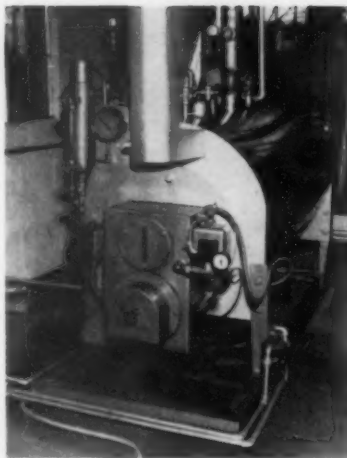
## PREVENTIVE MAINTENANCE

### Weekly Inspection

1. Inspect oil in motor and compressor. Keep outfit clean.
2. Drain moisture from tank by opening tank drain cock. Allow it to remain open until only clean air passes, then close it tightly.
3. Check packing around needle valve stem. If there is any leakage, tighten the packing slightly.
4. If air compressor gauge shows a drop in pressure when tank needle valve is closed, check for leaks. They are costly.

### Every Three Months

5. Drain oil from compressor and refill with fresh oil of proper grade.
6. Remove felts from intake muffler, wash in gasoline, dry thoroughly and reassemble.
7. Check-valve seat washer should be examined. If worn, replace it. Be sure to exhaust the pressure from the tank before inspecting the check valve.
8. If air is found leaking from bleeder valve on pressure switch, when the compressor has automatically stopped, check valve should be inspected and seat washer replaced or plunger adjusted so it will work freely.
9. Examine motor brushes and commutator on single-phase motor. If badly worn, brushes should be replaced. Commutator can be cleaned with a dry rag or sandpaper. Do not use emery cloth.
10. Inspect contacts of automatic pressure switch or motor starter. If badly burned, replace.



Good maintenance is must for power equipment. Allow plenty of room to service boiler

*Continued from page 62*

If your unit is a two- or three-phase unit, make sure you have phase failure protection. Use a separate starting switch with thermal or other overload relays. Failure of any one of the three power lines to a three-phase motor while the motor is running will burn out the motor quickly without blowing the correct fuse.

### **Are you satisfied with your installation?**

There are certain fundamentals to follow when installing compressors. If you already have a unit, check these points so that you are getting top efficiency. If you are planning to buy a compressor make sure it is installed according to the practices recommended by the manufacturers.

We have already mentioned the heat problem and suggestions on wiring. In addition, make sure the unit is bolted down to any substantial floor. (On the larger sizes it should be on the ground floor.)

Intake and discharge piping should be as short and straight as possible, and as large as or larger than the diameter of the connection on the compressor. Check the piping for leaks. This can be done by squirting oil around the joints of your piping.

Small leaks in the discharge system are extremely costly. The air which can leak through a 1/32-inch hole would cost you \$3 a month, figured at a power cost of 5 cents per kilowatt hour. Make sure your piping is tight.

Make sure the piping runs down, and not up, from the compressor discharge. If this isn't possible, install a "water leg" consisting of a pipe at least 10 inches long, projecting vertically downward from the compressor discharge opening. Put a drain cock

at the lower end of the water leg and drain it weekly.

It is also smart to put an air filter just ahead of each unit that uses the compressed air. This will pick up condensation that develops in the line from the compressor tank and the press or other equipment. It will also pick up any oil and rust. The filters should be drained at least once a week.

When first starting a compressor, make sure the crankcase is filled with the right oil. Turn the compressor over a few revolutions by hand to see that everything is running free; that it is turning over in the proper direction. Check the tension on the belts. At least once a week, for the first few weeks, tighten the cylinder flange and cylinder head nuts to prevent their working loose and wrecking the compressor.

### **Do you have a regular maintenance program?**

Preventive maintenance is the cheapest. There are 10 simple rules to follow that will keep your unit in top shape and give you troublefree service. They are listed at the left.

And so we conclude this article dealing with power, the heart of your plant. If you find any "soft spots" in your setup we urge you to correct them and DO IT NOW. Next month we will bring you more check lists and information on sidelines and promotion suggestions. # #

### **Acknowledgments**

THE information and charts in this chapter of "Do It Now" could not have been presented without the enthusiastic cooperation of the real experts, the manufacturers themselves. We are deeply grateful to the following firms for their contributions:

#### **BOILERS**

Clayton Manufacturing Company  
Fulton Boiler Works  
Kisco Boiler & Engineering Company  
P. M. Lattner Manufacturing Company  
McDonnell & Miller, Inc.  
National Combustion Company  
Orr & Sembover, Inc.

#### **TRAPS**

The V. D. Anderson Company  
Armstrong Machine Works  
Sarco Company, Inc.  
Yarnall-Waring Company

#### **AIR VACUUMS**

Lamson Corporation

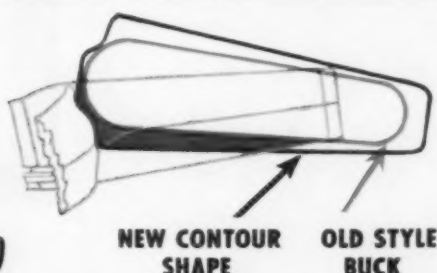
#### **AIR COMPRESSORS**

Brunner Division, Dunham-Bush, Inc.  
Curtis Manufacturing Company  
Worthington Corporation



*You Progress, Produce, and Profit More with Prosperity*

**PRESSES 6 more pants per hour**  
**GROSSES \$32.60 more per day**  
**PAYS for itself in just 3 months**



*New*

## **PROSPERITY**

### **DRY CLEANER'S UTILITY PRESS**

**One of the most valuable single machines in a dry cleaning system that turns out high-quality finishing with extra profits.**

Cleaners who have used this new Prosperity Utility Press say you can't miss. The new contour buck cuts legging from 3 to 2 lays, topping from 6 to 4 lays, a saving of  $\frac{1}{3}$  in laying time. That increases pressing output 6 pants per hour . . . or \$32.60 per day at 70¢ per pant. This saving pays for the press in just 3 months, or adds \$8,736 to gross income every year.

Presses coats, skirts, sports shirts, sweaters; any garment in fewer lays . . . resulting in more output, with no increase in operator effort.

#### **ALL THIS**

#### **... AND MORE TOO**

Your labor costs remain level. You save pressing time and overhead. You improve quality. You serve more satisfied customers. Never before has any press offered the all-around adaptability . . . the broad coverage per lay . . . and the few lays per garment of this Prosperity All-Purpose Utility Press.

Copyright 1958, The Prosperity Company

*The* **PROSPERITY**<sup>®</sup> *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

November, 1958

65

New

# Premium DARCO

**makes drycleaning easier—  
keeps solvent cleaner—  
than ever before**

Developed especially by DARCO research—for today's modern charged soap systems, whether one or two bath, which use highly concentrated and valuable detergents. Never before have drycleaners had an activated carbon that does the job like PREMIUM DARCO, at a price that gives you *all* the quality performance and convenience you're paying for.

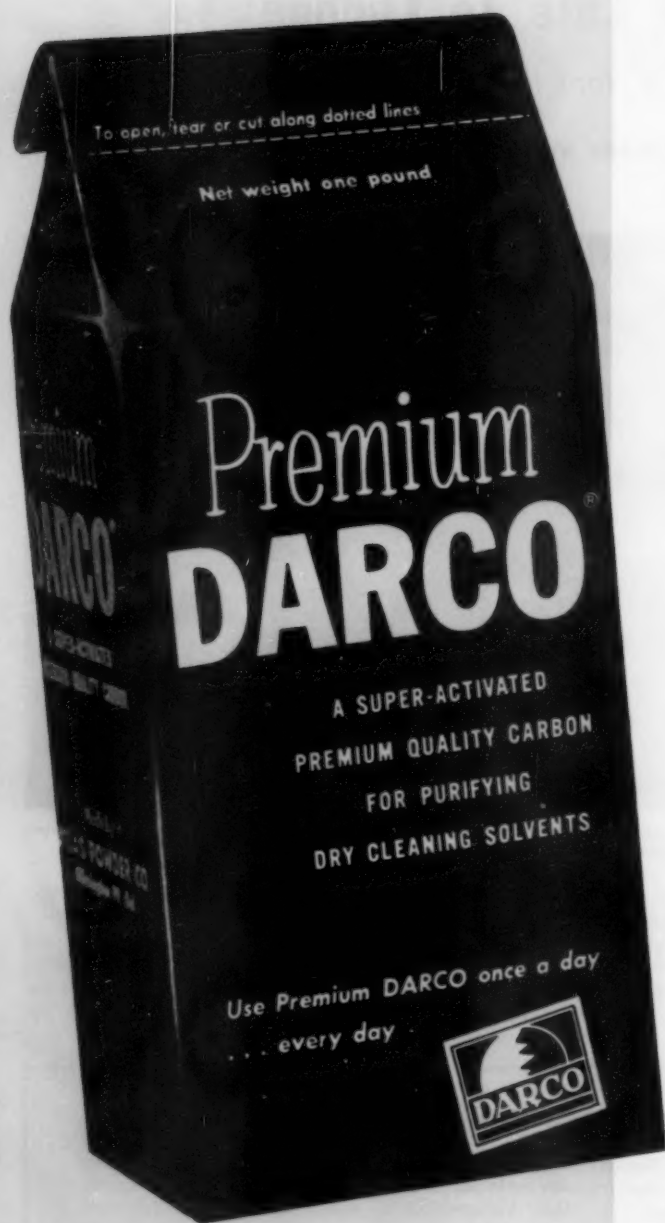
**More decolorizing power than ever before** to help solve the drycleaner's biggest problem—bleeding dyes and graying.

**Saves your valuable soap.** High density, concentrated PREMIUM DARCO reduces make-up of valuable detergent.

**Saves your costly solvent.** High density PREMIUM DARCO cuts your loss of costly solvent per pound of filter cake in half. And you get longer intervals between cleanouts. You'll have less filter sludge for the muck cooker per pound of work cleaned.

**Reduces distillation to a minimum.** One shot of PREMIUM DARCO every day keeps your solvent clean as new. It's especially valuable in charged systems using water-white or light colored detergents . . . where soil accumulation shows up immediately.

**A little does a lot.** PREMIUM DARCO is so powerful that you'll only need a small dosage of it daily to keep solvent clean. Follow recommended dosage and you'll get the drycleaning quality that keeps customers coming back.



*The most efficient way to remove  
color  
fatty acids  
non-volatiles  
from modern charged soap systems*

## EASY TO USE

*in the new*

### one-pound power pack

- assures accurate dosage by weight with no mess and no guess.
- gives exact cost control. You know the weight you're actually using; you'll always know the cost.
- provides the right weight of carbon needed by your filter every day.
- offers easy and dust-free addition of carbon to any system.

### FOLLOW THESE DOSAGE RECOMMENDATIONS EVERY DAY

FILTER SIZE gal./hr.	MINIMUM DOSAGE
1000—2000	½ bag
3200—5000	1 bag
5000 or more	2 bags

*made by*

 **CHEMICALS  
DIVISION  
ATLAS  
POWDER COMPANY**  
WILMINGTON 99, DELAWARE  
In Canada: Atlas Powder Company, Canada, Ltd.  
Bramford, Ontario, Canada

# It's Never Too Late To Change

*Shirt department breaks plant tradition as first sideline*

By RICHARD VINOCUR

AFTER 33 YEARS at the same location without a sideline, John J. Reardon decided that the growing potential of shirt customers warranted installing a shirt department at his Reliable Dry Cleaners.

About a year ago Mr. Reardon went about the planning for his first sideline. The drycleaning plant at Harrisburg, Pennsylvania, had originated in the 1,200-square-foot basement area of the building. As volume increased and more space was needed, Mr. Reardon took over a 600-square-foot area upstairs for his call office and marking department.

The remaining 600 square feet over the basement and adjacent to the drycleaning call office were then available and provided a good area for a shirt department.

Mr. Reardon contacted several allied tradesmen and set the wheels rolling toward setting up the new department. A 50-pound washer was selected, along with an extractor designed to take the full load of the washer at once. Several tables, split counters, a bagging device, storage shelves and several assembly bins were purchased. The minor equip-



Large sign over front of plant connects drycleaning and shirt departments. Sign carries time and temperature readings.

ment bought, Mr. Reardon then selected a two-girl shirt unit with a capacity of about 3,000 shirts a week. An automatic folder was included. Since the room housing the shirt department was painted a cool green,

the same color was selected for the shirt unit.

Total cost of the department, finished top to bottom, was \$40,000.

Up to this point, the purpose of the activity and the remodeling of the

## Progress Report on Reliable Dry Cleaners

**1951**—NATIONAL CLEANER & DYER carried its first article on Reliable. At that time the plant was operating wholly in a basement in the heart of downtown Harrisburg. The parking situation was bad and competitors were located within a block in every direction. The plant had no sidelines. Prices had just been raised from 95 cents to \$1.25. The plant had no inspector and employees were responsible for their own work. Advertising was divided equally between newspapers and radio; about 5 percent of sales were devoted to promotion.

**1954**—Second article on the Harrisburg plant appeared, reporting on its expansion. The call office

and marking department were moved upstairs above the main plant. The total area was now 1,800 square feet. Volume was up and, contrary to outside forecasts, total payroll and profit margins were almost the same as before. After the expansion two-day service was discontinued in favor of three-hour service to match competitors' speed. Elevator, conveyors and minor gadgets and gimmicks were designed to speed up production and provide more efficiency. Still no sidelines.

**1957**—First sideline initiated in form of 600-square-foot shirt department adjacent to drycleaning call office.



Trouble-free service for you ...  
Better service for your customers!



## HUEBSCH dry cleaning TUMBLERS

Whether you use one Huebsch Tumbler ... or fifty, as some dry cleaning plants do ... you know that fast, efficient, *dependable* operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

### IN 4 SIZES

36"x18"  
36"x24"  
36"x30"  
42"x42"



## HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature ... yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume.

### HUEBSCH BAGGERS

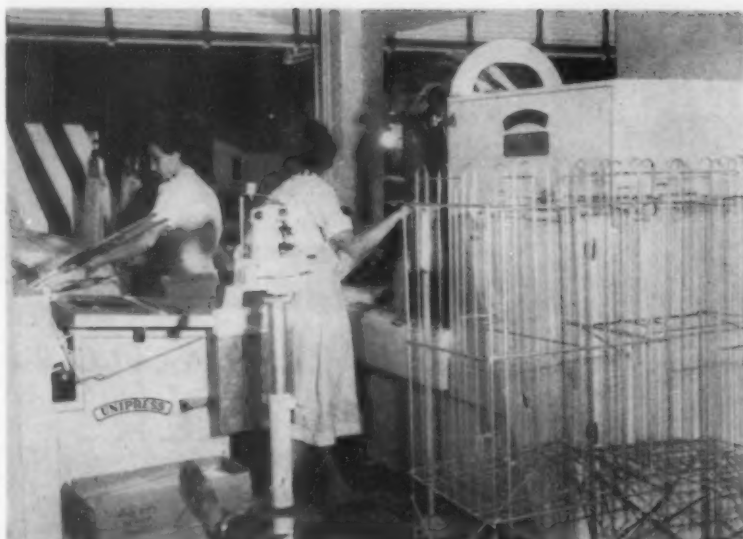
Note the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a must for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.



# HUEBSCH

### ORIGINATORS

3775 N. HOLTON STREET  
MILWAUKEE 1, WISCONSIN



Shirt unit blends in with green color of shirt department. Two girls are now processing weekly total of 1,300 shirts

building area had been a secret. The blinds in the front windows were kept lowered during the entire planning period. Since the plant is located in the downtown business section of Harrisburg, with a large amount of pedestrian traffic, Mr. Reardon felt he could arouse curiosity by not divulging the purpose of the addition.

#### Unit draws crowd

When the blinds were lifted and the shirt unit put into action, crowds of people gathered by the window to watch the shirt unit.

But, of course, more persons had to be told. To do this Mr. Reardon chose both the newspaper and radio media. Several radio spot commercials were run for the opening, at a cost of \$250.

Newspaper ads were run the Sunday preceding the opening and Monday, the day of the opening. The ads were identical and ran 11½ inches by 4 columns. Attractive layout did much to enhance their effectiveness. To denote three-hour service, a clock with the hands reading "3 o'clock" was shown resting on the collar of a shirt. The head read, "Good News for You Gentlemen of Harrisburg—Dependable 3 Hr. Shirt Service—Something New Offered by Reliable Dry Cleaners." The text carried information on the drycleaning and shirt service. Total cost of the two ads was \$169.

There was no grand opening or unveiling, but gifts were distributed for the first week or so. Bottle caps with the Reliable name, address and telephone number imprinted on the tops

and ball-point pens went to each patron. About \$300 was spent on the gifts, bringing promotional expenses to a little over \$720.

The promotion was successful and during the first month of operation, starting from scratch, the plant averaged over 800 shirts a week. After a two-month period the weekly figure had jumped to 1,300 shirts and was still climbing.

Mr. Reardon is a stickler for precision, planning and neatness. As a result the department is always in tip-top shape and complete control is held over each phase of the shirt operation.

A minimum bundle price of 35 cents is charged, although the bundle average thus far has been about 5 shirts at 25 cents each. Shirts are packaged with a shirt board, band and collar bow and then inserted into a combination cellophane paper bag. Mr. Reardon estimates his packaging costs at 2 cents per shirt, and feels it is worth the expense.

Shirts are laundered in three loads during the day with washings at 9:00 and 11:00 a.m. and 1:00 p.m. All shirts are placed in nets, with 8 to 10 shirts in the net. Nets are colored to denote no starch, medium starch or heavy starch. Shirts laundered in the first two loads will be ready the same day while shirts finished in the third load can be picked up the following day.

#### Records aid controls

Records are kept as to the number of shirts processed in each cycle of each load. An adding machine is placed near the netting table so that the girl working there can keep accurate tabulations.

An interesting feature of the new shirt department is the effective use of large mirrors. They give the room a spacious effect and also act as ego builders. "Hardly a woman enters the plant without glancing in the mirrors to check her appearance," notes Mr. Reardon.

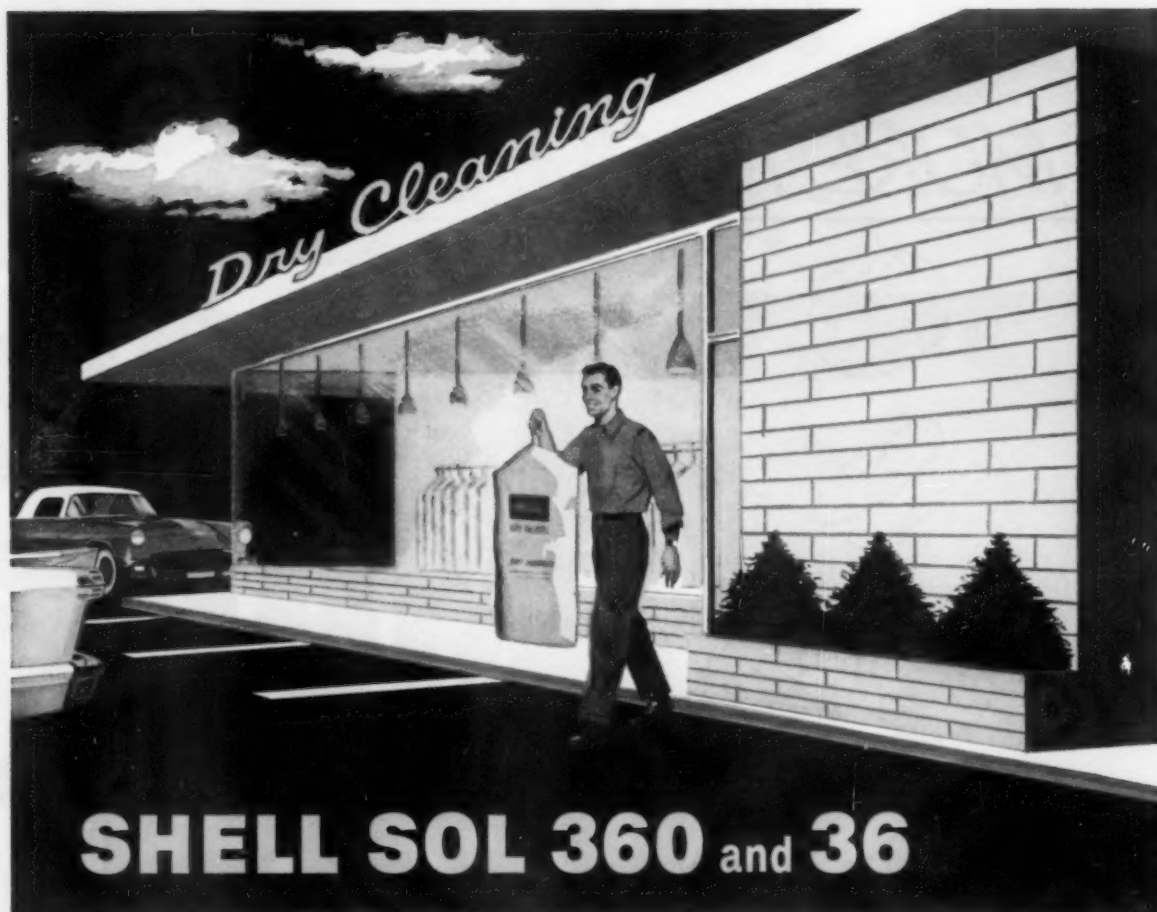
Physically the shirt department is a separate operation with only a couple of connections to the drycleaning plant. There is one entranceway which connects both departments. In each department a sign points to the other section. Both departments also have their own entrances from outside the plant.

Occasionally a girl from the drycleaning department aids the two girls on the shirt unit in marking and netting the shirts. This is the only other link between the two departments. The shirt department also has a separate invoicing procedure. # #



Plenty of space to move about in new department. Girl in picture works on drycleaning side but helps out in assembly and marking

*Introducing* —two new low-odor solvents  
with fast evaporation rates



**Here are the outstanding benefits...**

1. Evaporate twice as fast as conventional Stoddard solvent
2. Permit tumbler operation at a lower temperature without sacrificing capacity
3. Low odor
4. Over 100° F. flash point
5. Meet all Stoddard solvent specifications
6. In respect to fire hazard they are rated 30 to 40 in a class with kerosene, as determined by Underwriters Laboratories, Inc.

All are approved and listed by the National Institute of Dry Cleaning and Underwriters Re-Examination Service.

**Other dependable  
Shell Solvents**

**SHELL SOL 105**

Regular Stoddard Solvent

**SHELL SOL 140 and 14**

where high flash point is  
required

**SHELL OIL COMPANY**

50 WEST 50TH STREET, NEW YORK 20, NEW YORK  
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA





MORE TO CHOOSE—



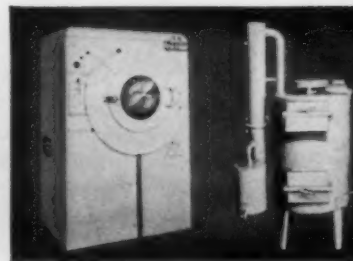
**FOR  
MORE  
PROFIT**



The "SHIRT-O-MATIC" does bosom, body and yoke in a single automatic operation! Only one moving head...all simple Pantex air valves for trouble-free operation.

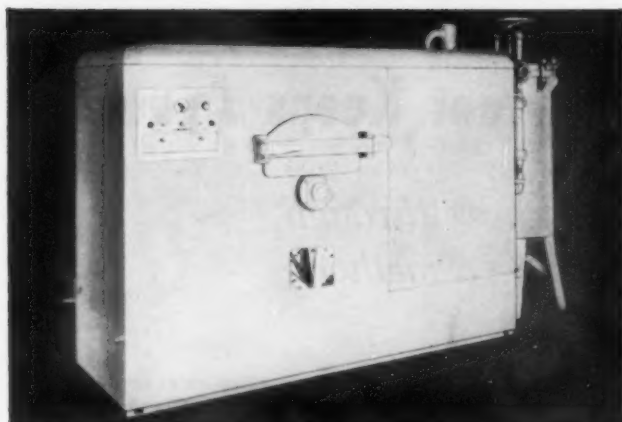


Select from several — PANTEX provides 1-Girl, 2-Girl and 3-Girl Shirt Units to suit your volume and price plans. 1-Girl Units have electrically heated heads optional.



Other Pantex profit-producers are the "Perk-O-Miser" solvent recovery-drying cabinet—and the "Perk-x-tractor" for fast, easy sludge cooking and lower solvent bills.



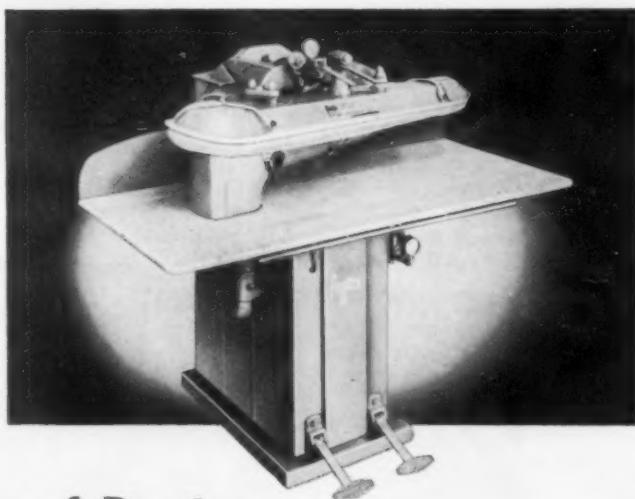


**Pick the "PERK" that's right for you!**

This Model "35" handles 35-pound loads — fast cycle... features the exclusive "S" cylinder for *deep-drop* cleaning with both *spray* and *immersion* wash and rinse action. Fully automatic, two-bath or single-bath operation — interchangeable with the flip of a switch. Other "Perk" models up to 75-pound capacity.



**More years of profitable pressing** and top trade-in value — when you insist on a PANTEX. This "Hydro-Air" Air Press offers a can't-be-copied group of pressing advantages to help you cut the cost of finishing — to deliver the fast service that customers expect. And Pantex Foot-operated Presses are world famous for their feather-light action — their built-in, lifetime trouble-free service!



## Check Today's Full Line of Pantex Cleaning, Laundry & Finishing Money-Makers

In *every* department of *your* plant — go "ALL PANTEX" for the right range of sizes — for dependable, low-cost operation — for easy terms. Call or write your Pantex Representative for all the facts, *today!*



PANTEX MANUFACTURING CORPORATION  
PAWTUCKET, RHODE ISLAND

PANTEX MANUFACTURING CORPORATION  
PAWTUCKET, RHODE ISLAND

Send me the money-making details of your Pantex line. I am especially interested in \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

6-290

# How a Ten Year-Old Plant Keeps Apace

*It grows with community through convenience and modern methods*

CONVENIENT PARKING facilities have played a large part in the success of Nathan Frank's Beverly-Wilshire Co. drycleaning plant. Located on famous Wilshire Boulevard at the edge of Beverly Hills, California, this 10-year-old establishment has kept pace with the fast-growing area.

What 10 years ago was a neighborhood of modest homes has blossomed

By LOU BELLEW

into a thriving commercial center. In fact, there are now 10 big new office buildings, housing over 2,500 offices of major concerns, within three blocks of the cleaning plant.

Off-street parking for 50 cars is provided in a small area flanked by an

excellent restaurant at one side and a large drugstore on the other. Behind the parking area are located the drycleaning plant and three other small business houses. Because of the nature of the various businesses the traffic turnover is quite brisk and there is seldom a shortage of parking space for potential customers.

Beverly-Wilshire enjoys a near-ca-

BEVERLY WILSHIRE CO.  
DRY CLEANERS  
2 HOUR SPECIALS

GOOD PARKING off the street, an attractive front and promise of service are all powerful appeals to customers



*NEW cleaning room  
equipment has greatly  
increased plant capacity in  
same amount of floor  
space*

capacity business, doing a strictly cash-and-carry volume of over \$1,600 per week with six employees. Mr. Frank counts as his customers many famous movie stars who once lived in the neighborhood long before they became famous.

One unusual point about this operation is the fact that no increase in prices has been made in the past 10 years; the base price on suits and dresses remains at \$1.10. According to Mr. Frank, this has been possible only through use of the latest drycleaning equipment and methods.

A new cleaning room installation with a 35-pound synthetic unit was recently completed. According to Mr. Frank, this will enable him to produce

another \$500 per week volume without extra effort. In addition, wetcleans have been reduced from 50 to 60 pieces per day to only two or three items per day. Where the older 60-pound machine washed and dried on an hour-and-10-minute cycle to produce a 48-pound load, the new equipment cleans and dries over twice as

fast to produce 65 pounds per hour. Solvent saving is estimated at more than a 52-gallon drum each month, compared to the two drums of solvent used monthly with the old machine.

Happy indeed is the drycleaner who is favored with adequate parking facilities and a profitable volume . . . and can live in California! # #



*A VIEW to the outside shows tasteful landscaping, both outside and within the call office*



**Adco's Miracle Method**

# **"BLACK MAGIC"**

**Teamed With Adco's Super Detergents**

**ELIMINATES...**

## **Distillation**

**Use of Sweetener Powders**

**WITHOUT**

## **Detergent Loss!**

**Pure, Clean Detergent and Solvent  
Continuously Without Use of...**

**SWEETENER POWDERS OR DISTILLATION!**

**ONLY**

**BLACK MAGIC**

**REMOVES COLOR,**



# ADCO AGAIN FIRST WITH THE INDUSTRY'S MOST IMPORTANT ADVANCEMENT IN 20 YEARS

**ADCO'S MIRACLE METHOD OF CLEANING WORKS PERFECTLY IN ALL CONDUCTIVITY AND HUMIDITY CONTROLS!**

**For Petroleum Solvent Plants**

**XXXDRI-SHEEN** **DOUBLE  
STRENGTH**

**PLUS**

**BLACK MAGIC**

**Perchloroethylene Plants**

**PERK-SHEEN**

**PLUS**

**BLACK MAGIC**

**QUALITY GREATLY IMPROVED-COST CUT BY**

**30%**

For the first time in drycleaning history all clarification of your solvent is done while you are cleaning by the use of the Miracle Carbon Black Magic. Your solvent is pure and clean in the beginning and is kept that way continuously as you clean through the use of Black Magic in your filter.

**Black Magic works perfectly in either petroleum or synthetic solvent systems.**

**NO REDEPOSITION—NO GRAYING—NO SWALES—NO COLOR—NO LOSS OF DETERGENT.** Make Adco prove to you in your plant that Adco "Miracle Method" cleans faster, better and much more economically than any other method.

**Adco,**

**RINSING  
COMPLETELY  
ELIMINATED!**

INC., SEDALIA, MO., U.S.A.



**NON-VOLATILES, FATTY ACIDS FROM YOUR SOLVENT.**

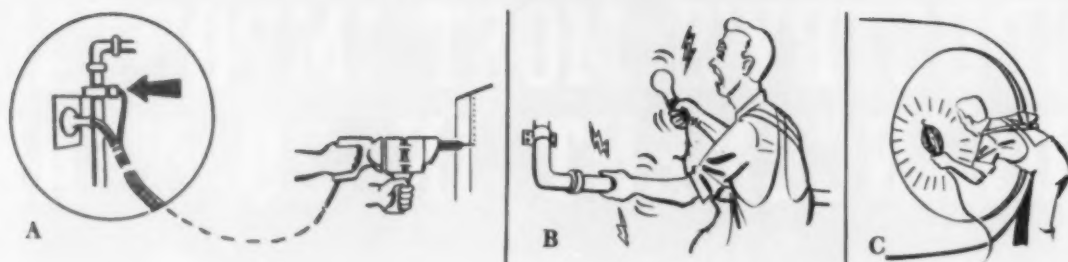


Fig. 1 (A). If portable electric tools are not equipped with three-wire cord and plug having third grounded connection, frame of tool should be connected by third wire which can be run to water pipe or other sure ground circuit. Use tight spring clamp for convenience. (B) Use extension lights constructed of insulated handle

and other materials which are safe and approved as suited to purpose and location. (C) When working in tanks, boilers, damp areas or other places that provide path for current, use extension lights with moistureproof wire connected to 6-volt side of 110/6 volt transformer and provided with 6-volt lamp in suitable guard

## Do You Know Your Plant Electricity?

*Here's a check list to help you appraise your electrical services and safeguards*

ELECTRICITY in a drycleaning plant is an expected thing. We all know we could not operate without it, but it is amazing how well we do get along considering what we neglect or overlook.

Elsewhere in this article appears a batch of questions we have drawn up as a check list of sorts. Unlike most such lists, a total of so many yesses does not fit you for a label, but one thing will stand out. If you cannot readily answer a "yes" or a "no" to each and every question, you certainly ought to get right to the job of knowing more about your plant's electrical side.

### Plant load

The American Institute of Laundering in its special report No. 146 recommends: If it is desired to determine the total kilowatt load required by all electrical equipment in a plant, an approximation may be made thus:

Obtain the sum of the rated horsepower of all motors in the plant from tables in the back of this AIL report. (This information may also be found on the motor name plates.) Multiply this total rated m.hp. by 60 percent (60 percent is expected average load) or 80 percent (expected maximum

By **JOSEPH C. McCABE**

load) and divide by 1.34 to convert m.hp. to kw.

Now, to this motor kw. load add the wattage of all other plant electrical

equipment such as lamps and hand irons. The results thus obtained will be the approximate average or maximum kw. load of the equipment.

For example: What are the expected average and maximum kw. loads in a plant having six motors with

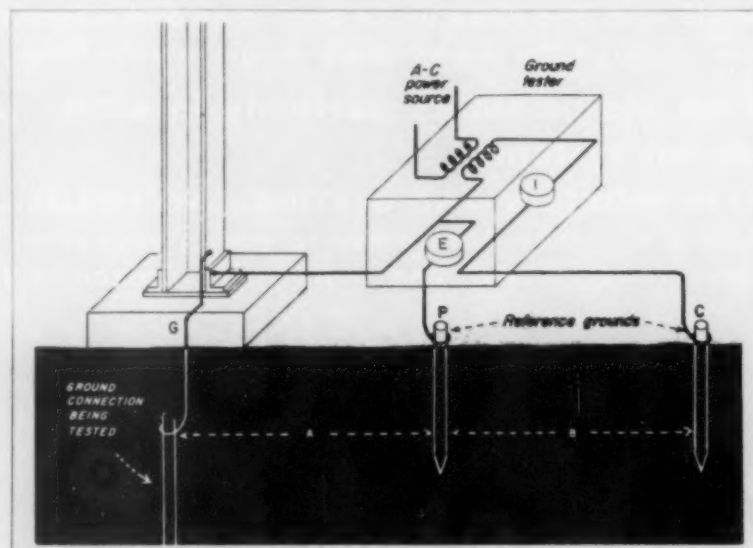


Fig. 2. Fall-of-potential ground-resistance measurement uses ammeter, voltmeter and a.c. power source, or self-contained automatically compensated ground tester

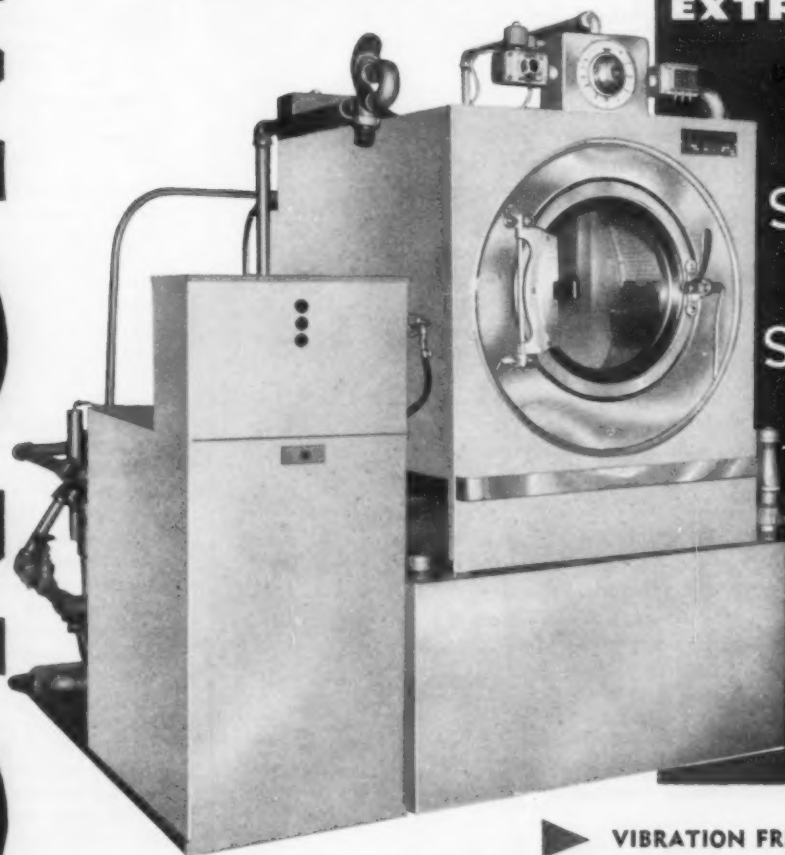
# X PLUS

# ECONOMY

## THE HAMMOND

## WASHER EXTRACTOR

## SINGLE BATH SYSTEM



Combine HAMMOND'S superior performance with the greatly improved soap and filtering agents of today and you see why HAMMOND'S Drycleaning Combination (Single-Bath system) is so popular among plant operators. No other combination can match it for performance . . . or economy!

- ▶ VIBRATION FREE
- ▶ OPEN POCKET CONSTRUCTION
- ▶ ONLY ONE MOTOR REQUIRED
- ▶ PRECISION AUTOMATIC SEQUENCE CONTROLS
- ▶ PERFECTED OPEN-TOP MONEL SCREEN FILTER



*hammond*

Laundry-Cleaning Machinery Company Waco, Texas

## Check List for Electrical Services

### YOUR PLANT LOAD

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1. Do you know the total rated horsepower of all your motors? .....                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you know how much lighting you have in kilowatts? .....                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you have ratings of connected irons, etc? ...                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you know what class of power service you qualify for with the power company? ..... | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Are your load and your plant such that you could generate your own power? .....       | <input type="checkbox"/> | <input type="checkbox"/> |

### YOUR PLANT WIRING

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 6. Do lights flicker when motors start? .....                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Do you have more than one circuit? .....                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Do you have more than one panel board? .....                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Have you ever checked wire size against connected load? .....                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Do you know how large a power service you have from the power company? ..... | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Have you grounded all circuits? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Have you ever heard of The National Electrical Code? .....                   | <input type="checkbox"/> | <input type="checkbox"/> |

### YOUR PLANT MOTORS

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 13. Are they working in dustfree areas? .....                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Are they exposed to explosive conditions? .....                | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Do all motors have to be explosion-proof? .....                | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Have you moisture conditions from plant water, humidity? ..... | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Is there danger of stray grease and oil splashes? .....        | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Do you experience sparking at motor brushes? ..                | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Have you grounded all motors individually? ...                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Do you notice any vibration of plant floors? ....              | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Are your motors mounted on adjustable bases? ..                | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Do your motors have belt connections? .....                    | <input type="checkbox"/> | <input type="checkbox"/> |

### YOUR PLANT LIGHTING

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 23. Do you use much fluorescent lighting? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. Do you have special antiglare fixtures? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. Are your lamp fixtures mounted to cushion vibrations? .....                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 26. Have you any record or schedule for lamp replacement? .....                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 27. Do you carry out a scheduled lamp cleaning program? .....                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 28. Do you employ outdoor lighting? .....  | <input type="checkbox"/> | <input type="checkbox"/> |
| 29. Do you have special timer controls to give advertising value to your outdoor lighting? ..... | <input type="checkbox"/> | <input type="checkbox"/> |
| 30. Have you parking area and driveway lighting facilities? .....                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 31. Are your outdoor lighting fixtures mounted out of general public reach? .....                | <input type="checkbox"/> | <input type="checkbox"/> |

### YOUR PLANT AUXILIARIES

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 32. Do you have air conditioning? .....                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 33. Do you use summer fans in the plant areas? ....            | <input type="checkbox"/> | <input type="checkbox"/> |
| 34. Do you take precautions against lint buildup? ..           | <input type="checkbox"/> | <input type="checkbox"/> |
| 35. Do you attempt to maintain a general humidity level? ..... | <input type="checkbox"/> | <input type="checkbox"/> |

a total rating of 14 m.hp., two hand irons rated at 1,000 watts each and a total lighting load of 4,000 watts?

#### Motors:

$$.60 \times 14 \text{ m.hp.} = 8.4$$

$$8.4 \div 1.34 = 6.26 \text{ kw. expected average load}$$

$$.80 \times 14 \text{ m.hp.} = 11.2$$

$$11.2 \div 1.34 = 8.35 \text{ kw. expected maximum load}$$

#### Hand Irons:

$$.60 \times 2,000 \text{ watts or } 2 \text{ kw.} = 1.2 \text{ kw. average}$$

$$.80 \times 2,000 \text{ watts or } 2 \text{ kw.} = 1.6 \text{ kw. maximum}$$

#### Lighting:

$$.25 \text{ (est.)} \times 4,000 \text{ watts or } 4 \text{ kw.} = 1.0 \text{ kw. average}$$

$$1.0 \times 4,000 \text{ watts or } 4 \text{ kw.} = 4.0 \text{ kw. maximum}$$

#### Average expected load of equipment:

$$6.26 + 1.2 + 1.0 = 8.46 \text{ kw.}$$

#### Maximum expected load of equipment:

$$8.35 + 1.6 + 4.0 = 13.95 \text{ kw.}$$

So much for totals. How about individual equipment? The best single compilation we have ever seen on this was prepared by William P. Beattie, a technical consultant to the Laundry and Cleaners Allied Trades Association, for the Standard Handbook for Electrical Engineers published by McGraw-Hill. He supplies for the major laundry and drycleaning devices valuable but highly technical data of this nature. We quote:

"Garment cleaning units are of two general types, based on the solvent used in the cleaning process. Where petroleum-base solvents having flash point below 138.2° F. are used, all electrical equipment must be explosion-proof, but in many cases local authorities require units to have Underwriters' approval.

"Garment cleaning units provide for the washing, extraction, and in some cases drying of garments in a single unit, as well as means for distillation, filtration and reclamation of solvent.

"The numerous different possible combinations make it difficult to specify motor and control details, but generally the characteristics of motors and electrical components parallel laundry equipment. Practically all units are furnished with automatic control and provide sequential operation through the complete cleaning process."

### Electrical wiring

Where electrical wiring is concerned, if you have to err it is always better to do it on the plus side. The heart of any wiring study is the recommendations of the National Electrical Code, copies of which are obtainable around the country.\* Who-

*Continued on page 84*

\* In the New York area the address is National Board of Fire Underwriters, 85 John St., New York 38, N. Y.





THIS  
WARM,  
FAMILIAR  
FACE  
GOES  
TO WORK  
FOR YOU



And what a friendly, effective "holiday ambassador" Garry Moore is! A welcome visitor in hundreds of your customers' homes, Garry now adds his cheery best wishes to your own . . . right in your store.

The new Tuesday night "Garry Moore Show" is rapidly making Columbia-Southern even more familiar to your customers. Now's the time to tie in! Put Garry to work selling the added garment value you offer customers through your professional dry-cleaning services.

The first of an exciting new series of seasonal displays available *free* from your Columbia-Southern Perchlor jobber, this Christmas mobile has been carefully pre-tested for stopping power, durability, and easy assembling.

Make sure your Perchlor jobber knows you're expecting a Garry Moore Christmas mobile. And while you're telling him that . . . are you *sure* there's enough Columbia-Southern Perchlor in the plant to carry you through the busy holiday season?

## COLUMBIA-SOUTHERN CHEMICAL CORPORATION

A Subsidiary of Pittsburgh Plate Glass Company • One Gateway Center, Pittsburgh 22, Pennsylvania

DISTRICT OFFICES Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Houston, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco IN CANADA Standard Chemical Limited



# Millions of TV viewers on Du Pont "Show of

**PREVIEW: of the interesting story of drycleaning to be seen on the Du Pont "Show of the Month" December 18**

**It happened  
in Paris,  
they say...**

about a hundred years ago



Two servants accidentally spilled lamp fluid on soiled clothes and discovered that the spots and stains disappeared. Thus...



A promising new industry was born. "French" drycleaning shops started up all over the world—but so did a lot of problems...



For one thing, customers complained of poor cleaning and odor left in clothes. In addition, the drycleaning fluid used was highly flammable, and so drycleaners were confined to the outskirts of town.



Then in 1933 Du Pont solved these problems by introducing "Perclene" perchlorethylene, a drycleaning solvent that did a fast, thorough cleaning job and left no odor in the clothes. Equally important...



"Perclene" was nonflammable. This meant it was safe for drycleaning to be done in convenient residential locations. This encouraged thousands of neighborhood shops to be set up, offering prompt, high-quality service.



Because "Perclene" is safe and fast, drycleaning can now be done overnight. Commuters can now leave suits for cleaning in the morning, pick them up on the way home.



The rapid growth of the drycleaning industry in America is largely due to Du Pont's development of "Perclene". Today, there are 32,000 drycleaning shops in the United States, giving jobs to a quarter of a million people.



Through the development of products such as "Perclene" perchlorethylene, Du Pont and your drycleaner bring you better, faster, more convenient drycleaning service.

• Send for free blowup of this picture story for use in your window

SEE OPPOSITE PAGE  
FOR DETAILS

# to see "Story of Drycleaning" the Month," December 18!

**Special three-minute commercial on the history and modern convenience of drycleaning can help build your business and good will**

You and your customers will have a special reason to look in on Du Pont's 90-minute TV show on December 18. A 3-minute movie will dramatize the interesting beginning of your industry; tell how Du Pont and "Perclene" perchlorethylene stimulated its growth and helped bring about the quality and services typical of modern-day drycleaning. It's a factual story that's never been told before—one that you will be proud of and one that will give your customers a new appreciation for your drycleaning services.

While an average of 35 million see the Du Pont "Show of the Month", you will want to be certain that all your neighbors and customers are among them. We urge you to read all the information on these two pages. Then use the ideas presented so you can benefit directly. Plan right now to take advantage of this unique opportunity to build up your own business and good will.

## FACTS ABOUT:

### THE DU PONT "SHOW OF THE MONTH"

1. It's a 90-minute TV show broadcast live coast to coast and reaches an average of 35 million people.
2. It is widely publicized by local CBS-TV stations coast to coast. Many local businessmen find it profitable to do tie-in advertising.
3. It is designed to build good will for Du Pont products and the businessmen who use them.
4. Young, growing families—your best prospects—represent the largest single group that regularly watch Du Pont's show.

## IDEAS

**to help you benefit from Du Pont's commercial on drycleaning**



### IDEA #1

Display the "Perclene" perchlorethylene Emblem in your window or door. This is the best way to let your customers know that you use "Perclene"—the high-quality drycleaning solvent featured in the Du Pont commercial. If you don't have one—call your distributor of "Perclene".

### IDEA #2

Display the picture-story poster shown on the opposite page—along with the "Perclene" Emblem (see photo left). You can get a 19" x 22" blowup of this poster—just right for use in your window. It's an effective way to be sure your customers see the film on drycleaning—and to let them know you use the finest drycleaning solvent made. Your distributor of "Perclene" can supply you with a free copy of this eye-catching poster.

### IDEA #3

It happened  
in Paris,  
they say...



Distribute the handy Du Pont folder that reproduces the story of the TV commercial (shown in condensed form on the opposite page). It tells the his-

tory of drycleaning in an interesting and easy-to-read manner, and it ties you in as a user of "Perclene", the industry's finest drycleaning solvent. This folder is just the right size to mail along with billings... slip into pockets of finished cleaning... hand customers at your counter. Get a supply of these folders from your distributor of "Perclene".

## MORE IDEAS

You may want to consider: 1) Run a newspaper ad on the TV pages on the same day as the show (Dec. 18). 2) Invite customers who come into your store to see the show and watch for the drycleaning film. 3) Call and/or mail post cards to your customers and invite them to watch the show and commercial.

**REMEMBER:** Start your tie-in activities as soon as you can. The more customers you reach, the more effective your promotion. Plan to have your entire program in operation by the last week of November!

**Get in touch with your distributor of "Perclene" today!**

He'll supply you with an emblem and picture-story poster for your window and folders to give your customers. He'll have other suggestions to help you take full advantage of the "Perclene" commercial. E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Wilmington 98, Delaware.

**PERCLENENE®**  
PERCHLORETHYLENE



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

## Wire and Fuse Sizes

Full-load current rating of motor	Minimum allowable size of copper wire, Am. gage or cir. mils.			For Running Protection of Motors Max. rating of N.E.C. fuses	Max. setting of time-limit protective device	Maximum Allowable Rating of Branch Circuit Fuses		Wound rotor a.c. and d.c.
						Squirrel-cage & synchro- (full-voltage, reactor and resistor starting.)	Squirrel-cage & synchro-nous (auto-trans-former starting.) High reactance squirrel-cage	
Am-peres	Rubber	Gambrie	Slow Burning	Amperes	Amperes	Amperes	Amperes	Amperes
1	14	14	14	2*	1.25**	15	15	15
2	14	14	14	3*	2.50**	15	15	15
3	14	14	14	4*	3.75**	15	15	15
4	14	14	14	6*	5.0 **	15	15	15
5	14	14	14	8*	6.25**	15	15	15
6	14	14	14	8*	7.50**	20	15	15
7	14	14	14	10*	8.75**	25	20	15
8	14	14	14	10*	10.0 **	25	20	15
9	14	14	14	12*	11.25**	30	25	15
10	14	14	14	15*	12.50**	30	25	15
11	14	14	14	15*	13.75**	35	30	20
12	14	14	14	15	15.00	40	30	20
13	12	14	14	20	16.25	40	35	20
14	12	14	14	20	17.50	45	35	25
15	12	12	14	20	18.75	45	40	25
16	12	12	14	20	20.00	50	40	25
17	10	12	12	25	21.25	60	45	30
18	10	12	12	25	22.50	60	45	30
19	10	12	12	25	23.75	60	50	30
20	10	12	12	25	25.0	60	50	30
22	8	10	10	30	27.50	70	60	35
24	8	10	10	30	30.00	80	60	40
26	8	8	8	35	32.50	80	70	40
28	8	8	8	35	35.00	90	70	45
30	6	8	8	40	37.50	90	70	45
32	6	8	8	40	40.00	100	70	50
34	6	6	8	45	42.50	110	70	60
36	6	6	8	45	45.00	110	80	60
38	6	6	8	50	47.50	125	80	60
40	6	6	8	50	50.00	125	80	60
42	5	6	6	50	52.50	125	90	70
44	5	6	6	60	55.0	125	90	70
46	4	6	6	60	57.50	150	100	70
48	4	6	6	60	60.0	150	100	80
50	4	5	6	60	62.50	150	100	80
52	4	5	6	70	65.0	175	110	80
54	4	4	6	70	67.50	175	110	90
56	4	4	6	70	70.00	175	120	90
58	3	4	5	70	72.50	175	120	90
60	3	4	5	80	75.00	200	120	90
62	3	4	5	80	77.50	200	125	100
64	3	4	5	80	80.00	200	150	100
66	2	4	4	80	82.50	200	150	100
68	2	4	4	90	85.00	225	150	110
70	2	3	4	90	87.50	225	150	110
72	2	3	4	90	90.00	225	150	110
74	1	3	3	90	92.50	225	150	125
76	1	3	3	100	95.00	250	175	125
78	1	2	3	100	97.50	250	175	125
80	1	2	3	100	100.00	250	175	125
82	0	2	2	110	102.50	250	175	125
84	0	2	2	110	105.00	250	175	150
86	0	2	2	110	107.50	300	175	150

\* From the National Electrical Code by American Standards Association.

\*\* The maximum rating of fuses and thermal cut-outs, and the maximum setting of over-current units on circuit breakers or controllers, when used as motor-running protective devices shall be 125%.

Continued from page 80

ever handles your equipment insurance can tell you where to get one. We print here a sample table (wire and fuse sizes) from the many in the Code Book.

In brief, the role of wiring for electricity is exactly the same as that of piping for water or steam. You hate to pay more for an oversize pipe and the same holds for wiring. Yet if the pipe is too small your equipment suffers in performance, and the same again holds for electricity—with the added problem of a safety hazard. The Code Tables set the allowable flow to avoid hazard.

To push the similarity still another notch, it is possible with wiring to tie in to a main feeder and supply several smaller branches. The simplest way would be to make sure the total of the branches did not exceed the size of the main. But not all the equipment on all the branches is likely to be working at the same time so you can employ an educated guess on just what percentage this would be and size your branches accordingly. This we do in piping work.

### Use of safeguards

Electrical circuits, however, need certain special safeguards that are more intricate than the ones you find in piping. These safeguards are purely protective and they are meant to guard against short circuits, accidental grounds, lighting and switching surges.

The guarding requires (1) opening circuits rapidly to disconnect the fault from the rest of the system; (2) limiting the size of system disturbances; that is, short-circuit current, abnormal voltage drop, voltage and current surges. Effectiveness of the first requirement, accomplished by circuit breakers and fuses, is a major factor in the second. The size of system disturbances is also kept down by proper use of grounding devices, lightning arresters.

Loss of production, damage to equipment and fatal injuries can result from inadequate protection. Your electrical system may well have outgrown its protectors without your being aware of it. The only way to play safe is to make a study of what would happen if a short circuit occurred in any part of your system. Keep this study up to date with changes in your system, such as addition of new equipment. Because serious faults occur infrequently, it's easy to forget what disastrous amounts of energy can be released when they do hit,

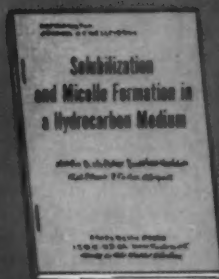
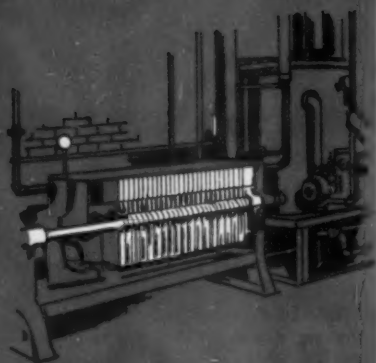
Continued on page 97



# FIRSTS in drycleaning

*During the 26-year period of 1927 to 1953*

*Street's introduced five "Firsts" which have become  
valuable contributions to drycleaning science*



**1927 FIRST PRESSURE FILTER**—In March of 1927 STREET's installed at the *Unique Cleaners of Kenosha* what is believed to be the first pressure filter sold in the U.S.A. for commercial drycleaning. This installation marked the start of extensive chemical research in the perfection of soluble detergents adaptable to pressure filtration.

**1946 FIRST STATIC CONTROL**—Pages 74 to 76 of the August 1946 issue of *National Cleaner & Dyer* carried a treatise in which STREET's described the first anionic-nonionic drycleaning detergent designed specifically for imparting electrical conductivity to drycleaning solvent. The superior results produced by "STATICOL FOR STATIC CONTROL" may be summarized by the following excerpt from page 76 of the 1946 *National*: "In the absence of static the soil is removed readily, and the loosened lint and dirt particles are deposited in the trap or on the filter plates instead of being redeposited on the fabrics from which they were removed."

**1951 FIRST S.S. TEST KIT**—In the August 1951 issue of *National Cleaner & Dyer* STREET's released a 3-page treatise announcing the development of the first method of titration by which the cleaning-room worker could determine with laboratory accuracy the percent active detergent in his charged solvent. Prior to this development the charged system of drycleaning was impractical because of the non-uniformity in percent active detergent.

**1952 FIRST MICELLE RESEARCH**—In March of 1952 Dr. Martin B. Mathews and Dr. Ernestine Hirschhorn of STREET's research staff prepared a paper on micelle formation in a hydrocarbon medium which was read at the 121st National Meeting of the American Chemical Society. STREET's was the first to reduce the micelle principle to practical application, thus providing an entirely new concept of drycleaning detergency.

**1953 FIRST CONDUCTIVITY CONTROL UNIT**—The January 1953 issue of *Cleaning Laundry World* surprised the industry with a new apparatus which supplied the missing link in the micelle principle of drycleaning. When used with 4% 886 the new CONDUCTIVITY CONTROL UNIT provided the two constants necessary for near-elimination of wet-cleaning without wrinkling: (1) constant moisture level in solvent equal to 3/10% by volume, and (2) constant moisture absorption by fabrics based on 15% dry weight of rayon. Inasmuch as the safe removal of water soluble soil has been the goal of drycleaners for many decades, STREET's considers this invention the crowning achievement in 80 years of pioneering in the textile maintenance industries.

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S-260C

## QUESTIONS and ANSWERS

### Stain Caused by Dyestuff

What has caused the green staining on this white dress and how can I remove it?—J. F., Texas

This green staining appears to have been caused by a dyestuff. There is no wetting to indicate the dye has contacted the fabric by means of a wet

carrier. The dye staining is on both sides of the fabric, eliminating the possibility that this dye may have rubbed off of another object.

The affected areas of this garment may have been in contact with another garment that had bled dye on the dry side. In a charged system the moisture present would be carrying the dyestuff.

I would suggest soaking this garment about an hour in a bath of clean charged solvent that contains some moisture. Then reclean the garment. If the dye stain still is present attempt spotting it out on the board using a neutral lubricant and ammonia and flushing the area well. Feather out and dry immediately since this fabric rings rather quickly. If spotting in this manner does not clear it, soaking out the entire garment for several hours in a bath of water, neutral lubricant, made alkaline with ammonia, will probably do so.

### Stained Drapes

A customer brought in a pair of cotton drapes printed with metallic flowers. The drapes had been wrapped in brown paper and placed next to some margarine which melted into them. What has caused these ring-shaped, rust-colored stains?—S. C., Canada

The stains could be from the margarine but such stains would probably take on the characteristic cross pattern of an oil stain rather than develop rings. For margarine stains, the only procedure to follow would be to pre-spot these stains with an oily and volatile paint remover and reclean the drapes. This, provided no pigment or adhesive print is present.

To check if these stains might be from the brown paper you might use a small drop of chlorine bleach (about 1 percent) on the discolored area. If the stains are dye, this would clear the spot you treated with chlorine.

If the edges of these rings are darker and more heavily built up than at the center, they may be due to merely being wet in these areas. Such wet areas tend to oxidize on the outer edge and form brown rings that are usually impossible to remove. These are sometimes referred to as weather streaks since so often curtains or drapes get wet while hanging and oxidation forms these rings.

### Caramelized Sugar

What has caused the yellow stains in these two pairs of trousers, tan and gray?—C. D., Puerto Rico

The yellow stains that are present in both pairs of these trousers are typical of what are known as caramelized sugar stains.

Such stains are probably the most



**with  
PRE-MARKED  
STRIP-  
TAGS!**

**...and You  
Distributors**

... cash-in on our  
Little Blue Man's  
all-out, Free, Cooperation  
Service... includes aid of  
field representatives in  
planning installations and  
solving system problems  
of your accounts. **Yes, you  
too can strike it rich the  
Pre-Marked Strip Tag way!**  
**Let's get together, right away!**

**Operators of  
small and large  
Plants...**

All for FREE, here  
are the answers to:

- Eliminate waste & marking problems
- Cutting costs 50%
- Faster assemblies
- Vastly improved performance and results in your every department

Countless Proven applications to all marking identification piece-count plus unit-count systems!

**MAIL  
COUPON  
TODAY**

**INSTRUCTIONS  
CATALOG**

**PRE-MARKED  
STRIP-TAG CO.**

Originators of pre-marked identification

Mail me the Free Catalog of Pre-printed Marking and Identification Tags and Systems.

... or ASK YOUR JOBBER

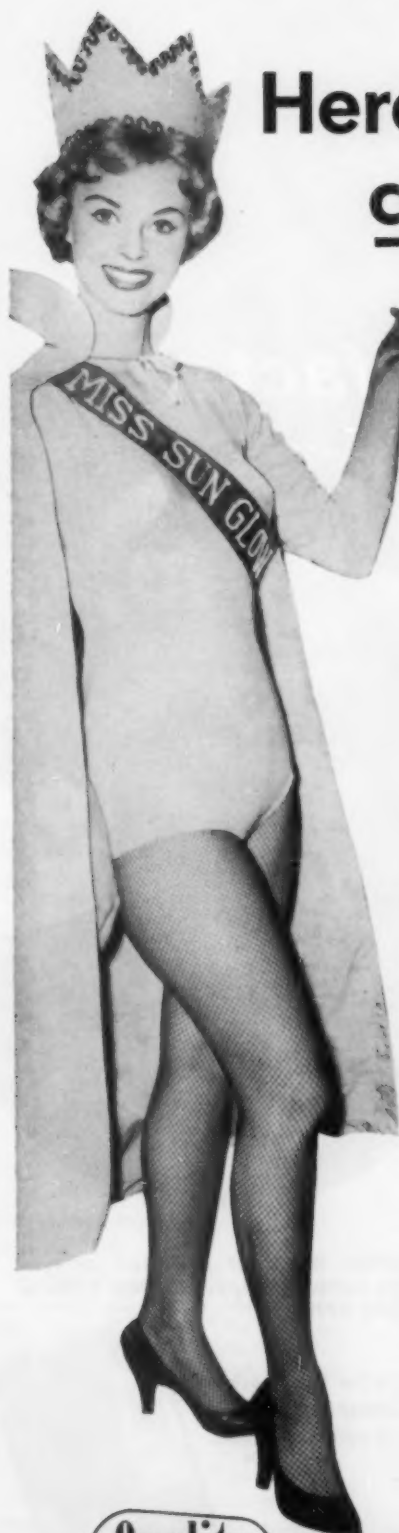
**"PRE-MARKED" the Industry's Name for STRIP-TAGS!**

NAME \_\_\_\_\_

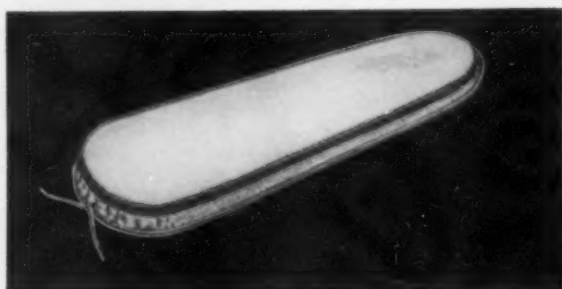
FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Here's a way to cut pressing costs and improve quality



SWITCH TO THE

**Qualitex<sup>®</sup>** **PAD AND COVER**

with the NEW **Sun Glow<sup>®</sup> Cover**  
\*TRADE MARK

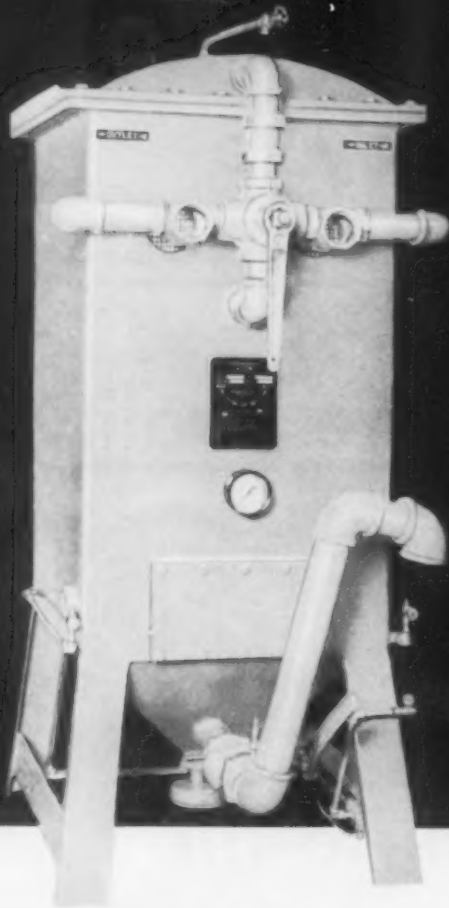
- Actually costs less to use than cotton pads and covers.
- Foam rubber pad and Sun Glow Cover provides most ideal pressing surface.
- Sun Glow Cover is 28% stronger . . . lasts longer.
- Sun Glow fabric has just enough stretch to protect buttons . . . but not distort pad.
- Qualitex Pad and Cover is guaranteed in writing to last a minimum of four months.

QUALITEX SUN GLOW PAD AND COVERS COST LESS  
IN THE LONG RUN . . . BECAUSE THEY LAST LONGER!

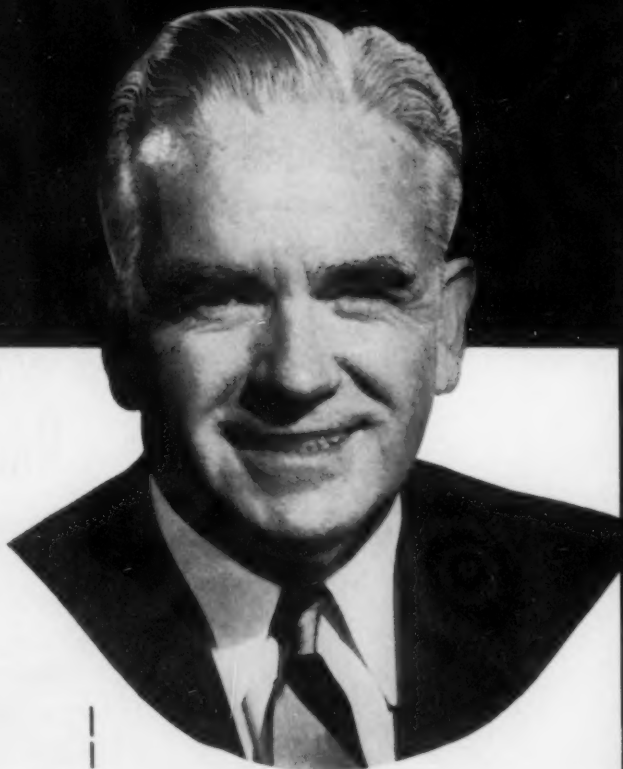
**ORDER FROM YOUR JOBBER TODAY!**

**Quality** products company

5760 W. GRAND AVE., CHICAGO 39, ILL.



*it's a fact...*

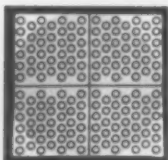


**WITH A  
WASHEX TUBE FILTER  
THE PRESSURE  
REMAINS LOWER  
BETWEEN PRECOATS**

Why? Because a WASHEX square filter contains 12% more filtering area than most round filters.

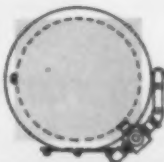
What's more, the open type mesh of the WASHEX filter tube resists clogging. No more periodical steaming and boiling of filter screens that is so common with most scraper type plate filters.

... And put an end to sludge shovelling or hand cranking! The pneumatic actuator removes the sludge from the WASHEX filter without any effort.



**MORE  
FILTERING  
AREA**

more  
effective  
filtration



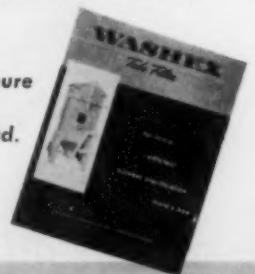
**LESS  
FLOOR  
SPACE**

25% to  
40% less  
floor space

... for more details circle 566, page 87

WASHEX filters for petroleum or synthetic solvent in capacities from 1,000 to 15,000 GPH.

Write for free brochure  
by attaching this  
ad to your letterhead.



**WASHEX MACHINERY CORPORATION**

192 BANKER STREET, BROOKLYN 22, N.Y.



difficult from a standpoint of customer relations because quite generally they are not visible before cleaning. It seems that while these stains are in the form of reducing sugars they are not visible to the naked eye. But once they have been exposed to the heat necessary in deodorization and finishing they caramelize and take on a characteristic yellow to brown coloration. We usually cannot remove these stains.

The usual procedure in spotting these stains is to begin with water and a neutral lubricant (synthetic detergent). Then use a general formula in conjunction with the neutral lubricant. This will reduce the coloration but to remove the stains completely it is usually necessary to use an oxidizing bleach such as sodium perborate or hydrogen peroxide. Not many of these stains will be completely removed.

Probably our best defense against caramelizing these reducing sugars is to keep the tumbler temperatures not higher than 140 degrees Fahrenheit.

#### Silk Versus Acetate

This blue-and-white dress, after being drycleaned only once, was returned by the customer who claims that the underarm damage was caused by drycleaning. What is your opinion?—*T. C., California*

This garment is made from pure silk yarns (blue) and acetate yarns (white).

Testing shows that the underarm areas are in an acid condition which is due either to acid perspiration or from the use of an antiperspirant, or both.

Only the blue, silk yarns have been damaged. This is due to the fact that acetate fiber is much more resistant to damage from acids than is the pure silk fiber.

This damage certainly is not attributable to any part of the cleaning process.

#### Bleeding Caused by Spilled Milk

The black dyestuff of this ladies' black and white coat started bleeding after milk was spilled on it. We have drycleaned it once and not improved it. Can you suggest a way of clearing the condition?—*O. D., Canada*

Tests conducted on samples of this coat fabric show that it is made of cotton and wool fiber. The black dyestuff bleeds slightly in plain water and very profusely in ammonia. It appears fast to solvent and acid solutions.

Since this black dye is very fugitive



*The first non-flammable  
water repellent with built-in  
detergent neutralizer.*

**Spray rating: 100-100-100**

PREPARE NOW for profitable water repellent business. ORDER the new and improved REP-100 from your favorite jobber salesman.



R-307

it could very well be that merely being wet with the milk that was spilled was sufficient to cause it to bleed.

The only hope of clearing this condition is to again start the black dyestuff bleeding but keep flushing it clear from the fabric. Merely spotting with the steam gun and a neutral wetting agent might be sufficient to start this bleeding. Continue this bleeding and flushing of the dyestuff until it clears the discolored area. Then set the dyestuff by treating it with an acid such as 28 percent acetic acid. Then dry the garment as soon as possible.

Once the dye is cleared it might also be worth while to place the garment in the charged washer, which would then absorb the moisture present and also prevent further bleeding of the black dye.

#### Stain Caused by Rust

Can you tell us what caused the stain on the knee of this pair of men's gray trousers and how it can be removed?

—*E. T., New York*

After examining these trousers under ultraviolet light we are of the opinion that there has been some re-

deposition of soil in the stained area. There is also the possibility of some metal corrosion being present.

We first prespotted the discolored area with an oily-type paint remover and then recleaned the garment. There was no noticeable improvement. We then soaked the trousers in a bath of water and neutral detergent and then treated the affected areas with one of the commercial rust removers. This appears to have made a decided improvement.

#### Chemical Damage

What caused the damage in certain areas of this pair of men's gray shorts?

—*A. C., Delaware*

The black yarns in this fabric are made of cotton and the white yarns of Dacron. The cotton yarns in the affected area have been destroyed while the Dacron yarns have remained unaffected.

We are of the opinion that the damage is chemical and that the chemical involved has been a strong acid of some type. Dacron is much more resistant to such chemical damage than is cotton, which is the reason for this part of the fabric remaining unaffected.

# Open House Launches Three Stores at Once

*Radio, television, newspapers join in giant promotion*

LAUNCHING THREE new stores at one crack is a venture that takes quite a bit of planning. Not only is a large sum of money invested in the success of such a project, but a well-planned promotion must be mapped out to get the stores under way.

Nevertheless, when Charles Ross of Ross Cleaners, Columbus, Ohio, saw the opportunity to add three new locations to his present total of ten stores, he jumped at the chance.

The great increase in shopping centers in Columbus had been a problem to Ross Cleaners. Many of these were springing up near Ross locations, luring cleaning customers with their vast free parking lots, one-stop shopping and evening hours. As it was, Ross Cleaners, with all 10 of its stores located on main arteries, was being hampered by increased parking restrictions and lack of parking space.

The three sites that were available to Charles Ross were all located in shopping centers. What's more, they had been drycleaning establishments, the owner of which was retiring.

Mr. Ross made his initial move into the shopping centers with great jubilation for he saw a tremendous poten-

tial. To realize this potential, he undertook to sponsor a promotion which was named, "Ross Cleaners Spectacular Open House Party." The open house was held simultaneously at the three new stores over a five-day period, Tuesday through Saturday.

## Promotion barrage

As a starter, handbills were distributed to homes, to persons at the shopping centers, and were inserted under the windshield wipers of cars in the centers' parking lots.

The whole promotion was accomplished on a relatively small budget. Of the \$2,000 allotted, about \$1,250 was spent on media advertising. Approximately half of that figure went into newspaper ads which have always served as the backbone of Ross's advertising schedule.

Newspaper ads consisted of one 1,000-line ad using red color, inserted on the Monday preceding the promotion, and one 400-line black-and-white ad run on the first day of the celebration.

Twenty-five one-minute commercials on slides running Monday

through the Friday of the Open House were used on television. Commercials were placed in daytime slots at peak housewife listening times. Daytime was selected because its cost could be fitted comfortably into Ross's budget and it still yielded a large housewife audience. Each commercial cost \$15 on a "run of schedule" package plan.

Two-hour segments on the Monday, Tuesday and Wednesday of the promotion made up the radio advertising. The station's disc jockeys made appearances at the stores and tape-recorded interviews with customers, counter girls and key personnel in the Ross operation. These tapes were used during the three two-hour segments, giving the impression of broadcasting from the stores. The DJ's created an on-the-air feud to determine which one could bring the most people into the store. A scoreboard was used to keep track of the count and it added an interesting element to the promotion.

## Open-house showmanship

All advertising contained an announcement of the new stores and the benefits they could bring the customers, the "goings on" during the Spectacular Open House Party and an invitation to join in this celebration.

Publicity was sent out to the three daily newspapers, all of which carried the news, to the plant's advantage.

All the new stores were colorfully decorated and carried signs inviting people to stop in, while the other Ross stores carried signs welcoming the new outlets to the fold.

"Sparkleton," Ross Cleaners' fairy-like trade mark, was employed as an attention-getting device. Models dressed in Sparkleton costumes, including wings, tiara and sash, paraded the length of the shopping centers during the promotion, creating interest in the new stores.

The models also spent time inside the stores greeting customers and making them feel welcome.

Spotlights were used to attract attention during the evenings of the celebration.

Following through in a festive man-



While disc jockeys interview "Sparkleton" model over radio, plantowner Charles Ross (left) keeps score on how many people each brings into store

# YEAR-AROUND CHECKS

for better solvent mileage



	<ul style="list-style-type: none"> <li>✓ Look, smell and feel for solvent leaks—checking all joints, especially pump action, draglines, connections, door seals and sight glasses.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Check monthly oil changes—check door, vent valves, filter (and, if present), door, tankline, door and desolating valves especially on solvent slacks.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Periodically check oil separator, venturi or heating coils and door seal.</li> <li>✓ Check house lights (check on the day solvent enters area).</li> </ul>
<ul style="list-style-type: none"> <li>✓ Keep bottom trap door closed.</li> <li>✓ Clean (scum out) door only when necessary. Close as soon as possible. When door is open, reduce air flow through seal to a minimum.</li> </ul>		<ul style="list-style-type: none"> <li>✓ Lubricate door to eliminate corrosion or prevent rust for transitional periods.</li> <li>✓ Do not open tankline door during the day (check).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Allow sufficient time for complete drying (30-45 minutes, normally).</li> <li>✓ Minimum sufficient heat is between 130° F to 140° F when heating tankline empty for 10 minutes.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Replace filters to maintain proper air circulation.</li> <li>✓ Empty filter bag at least 1 or 2 times every day.</li> <li>✓ Check filter bag regularly for rips or tears.</li> <li>✓ Clean condenser and heater only a "White" inspection is suggested.</li> <li>✓ Keep fan blades and motor clean.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Inspect condenser or separator of the tankline for air circulation.</li> <li>✓ Keep solvent level (20-30° F) in the condenser.</li> </ul>		<ul style="list-style-type: none"> <li>✓ Maintain a supply of cold water to condenser (10-15° F) when heating condenser to separator.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Flush and empty water separator (check each day). Keep water separator vent open.</li> <li>✓ Insulate electric pressure hot fluid coils to compensate the heat energy in water flow water heater to separator.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Keep water and solvent free of dirt and corrosion so that flow is not hampered.</li> <li>✓ Use an oiling system at receiver and oil filter medium.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Pipe solvent separator to storage or collect it in a closed container.</li> <li>✓ Keep all bolts clean and tight to ensure proper circulation and transfer speeds.</li> </ul>	

JANUARY 1959													
S M T W T F S				1 2 3									
4 5 6 7 8 9 10				11 12 13 14 15 16 17									
18 19 20 21 22 23 24				25 26 27 28 29 30 31									

For highest quality cleaning results,  
use Diamond Perchloroethylene



**Diamond Chemicals**

## Free calendar shows you how to keep solvent in 1959!

Diamond's sparkling new full-color '59 wall calendar is chock-full of information to help you get better solvent mileage.

Ask your Diamond distributor today for your Diamond calendar. And remember to ask him for Diamond Perchloroethylene for highest quality cleaning results.

DIAMOND ALKALI COMPANY, 300 Union  
Commerce Building • Cleveland 14, Ohio



**Diamond  
Chemicals**

# ROSS CLEANERS SPECTACULAR ANNOUNCEMENT

## NEW SHOPPING CENTER LOCATIONS

# 3

- 1—Town & Country near the Boston Store
- 2—Great Western 3 doors from Kruger's
- 3—Northern Lights 2nd Door from Big Bear

**BRINGING YOU BIG EXTRAS**

FREE PARKING! ... OPEN EVERY EVENING 'TIL 9! ...  
ONE-STOP SHOPPING FOR EVERYTHING!




CHARLES ROSS  
President

LIU SAPFEL  
General Manager



NEW! NORTHERN LIGHTS  
NEW! DOWNTOWN COLUMBUS  
NEW! TOWN & COUNTRY  
NEW! GREAT WESTERN

**COME ONE! COME ALL!**

To celebrate the opening of these new stores,  
Ross Cleaners invites everyone to its—

### Spectacular OPEN HOUSE PARTY

at the New Shopping Center Locations.  
Tuesday, Sept. 17, THRU Saturday, Sept. 21

**FREE GIFTS for everyone!**

CANDY for the Kiddies!

**DOOR PRIZES of OMAR KHAYYAM** record album—taken from the soundtrack of the new film, OMAR KHAYYAM ... gift of Doris Peppi!

**PLUS—FREE GUEST TICKETS** to the fabulous film, OMAR KHAYYAM, starring Dolores Peppi and Cornel Wilde, soon to be shown at the Loew's Broad—  
to be given to the 1st 30 customers EVERY DAY!

The whole family is invited to come  
...and join in the fun!



**ROSS**  
Sparkleton Cleaners

SEE YOU AT ROSS' SPECTACULAR OPEN HOUSE PARTY!

clip this coupon

FREE special gift for bringing this coupon to any of Ross' new SHOPPING CENTER stores during Ross' SPECTACULAR OPEN HOUSE PARTY!

**EACH STORE GIVES YOU THESE Special Services—FREE OF EXTRA CHARGE!**

- ★ MOTHPROOFING of each garment—all year 'round!
- ★ GUARANTEED FINEST-QUALITY CLEANING!
- ★ LINT-FREE, CLING-FREE CLEANING!
- ★ MINOR REPAIRING!
- ★ ONE-HOUR SERVICE!

Large 1000-line ad, first of two, introduced new locations as well as old and invited one and all to visit new stores. Red color was used in this ad

ner Ross's hostesses, the counter girls, distributed combs in cases and attractive rain hoods to each customer. Both gifts were imprinted with a Ross Cleaners' slogan. The first 10 customers at each new site received free tickets to a downtown movie. A local theater cooperated by donating the tickets. The first newspaper ad, the larger of the two, carried a coupon entitling its holder to a special gift which was a certificate for a free cleaning order. To round out the celebration in the stores, cookies and suckers were given to the kiddies, and registration for a door prize was held.

As a result of the entire promotion heavy store traffic was evident during the five-day period. At times the stores were mobbed.

The promotion, it was estimated, penetrated the consciousness of huge numbers of Columbusites, letting them know about the new convenient Ross Cleaners' stores. Tabulated results of the value of the promotion disclosed that the volume of each of the new stores had doubled due to the promotion. The project quickly paid for itself and Mr. Ross felt that it would continue to bring in returns for some time to come. # #

## SIGNS of the TIMES

**Lexington Adopts Arbitration:** A majority of Lexington's drycleaning and laundry establishments have adopted a Drycleaners and Laundry Arbitration Plan in conjunction with the Better Business Bureau of Central Kentucky. The purpose of the plan is to arbitrate complaints of customers who allege loss or damage to their merchandise and who are dissatisfied with the explanation or settlement offered. The participants will select an industry committee to serve the BBB in an advisory capacity and assist in determining the policies and procedures of the plan.

# #

**Silicone-Finish Use Expanded:** Eight finishing plants have been licensed to apply Syl-Mer, water-, spot- and stain-resistant silicone finish, on apparel fabrics, according to an announcement of Olin D. Blessing, vice-president in charge of sales, Dow Corning Corporation. Each finishing company is authorized to apply Syl-mer to fabrics finished in its plant, in accordance with the quality control standards established by Dow Corning Corporation.

Syl-mer hang tags are available from Dow Corning to manufacturing customers of the finishing plants.

# #

**New Polyester Fiber:** Kodel, a new polyester fiber said to have a high resistance to pilling and heat, was recently announced by William S. Vaughn, president of Eastman Chemical Products, Inc., a subsidiary of Eastman Kodak Company.

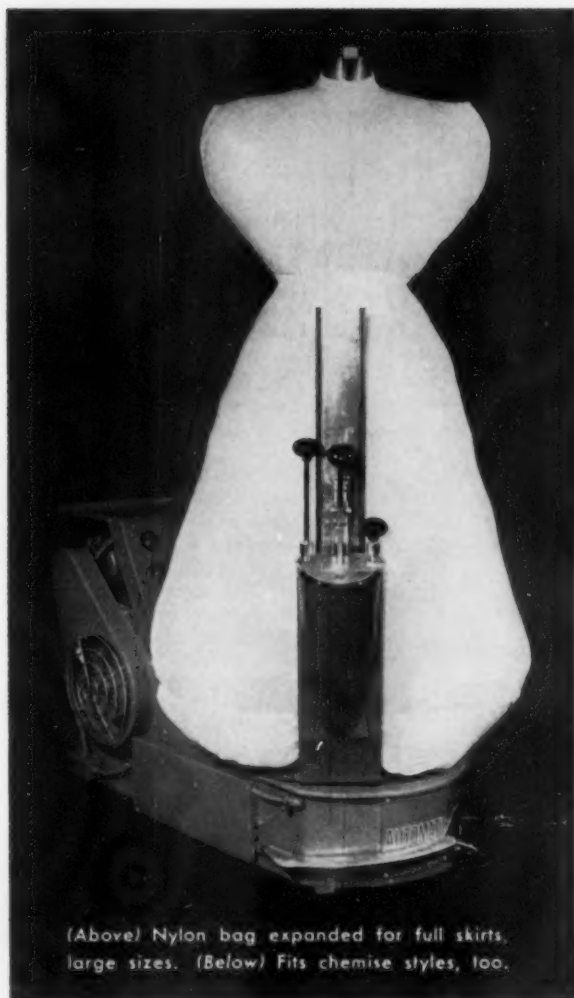
It is now possible, the announcement states, to produce a variety of new fabrics in which pilling was formerly a critical problem. Also, it is claimed that fabrics made of the new polyester fiber can be safely ironed at temperatures as high as 425 degrees Fahrenheit.

# #

**Louisiana Fair Exhibit:** The Shreveport-Bossier Institute of Laundries and Cleaners entered an exhibit at the 1958 Louisiana State Fair in October. The exhibit, which occupied 500 square feet of space, featured demonstrations of drycleaning and shirt laundering processes.

NATIONAL CLEANER & DYER





(Above) Nylon bag expanded for full skirts, large sizes. (Below) Fits chemise styles, too.

# save up to 40%

ON SILK FINISHING COSTS WITH  
THE NEW MODEL A-3

## "Fashioner"

AUTOMATIC  
STEAM-AIR DRESS FINISHER

Users all over the country report labor time savings up to 40% per garment. Apply these savings to your own cost and volume figures and see how much "Fashioner" can add to your profits!

"Fashioner" does for your dress line what the time-proved steam-air method has done in wool finishing. Touch-up after finishing is reduced to a minimum. In fact, good quality "thrift-priced" work can be completed without further finishing.

LOOK AT THESE FEATURES... Many of them exclusive to *"Fashioner"*

**TALLER FORM** permits greater range of sizes.

**IMPROVED CONTROLS** with easy-to-set dual timers.

**QUICK ADJUSTMENT.** Controls adjust shoulder width, waist and hemline sizes. Nylon bag fits snugly even to chemise and sack dresses and men's sport shirts.

**INSTANT MECHANICAL CONTROL.** Press toe pedal for shaping bag. Leaves both hands free to adjust garment.

**AUTOMATIC ACTION.** "Step-O-Matic" toe pedal provides exactly the correct cycle of steam followed by air, or steam and air together.

**LOW, REVOLVING FORMER** makes tall form easy to reach at all points.

**REMOVABLE CLAMPS,** back and front, foam rubber cushioned to prevent shine marks, creases and seam impressions.



MODEL A-3

## "Fashioner"

AND

## Adjusta-Form

ARE SOLD

through authorized  
dealers only. Ask for  
**DEMONSTRATION**  
or **TRIAL**  
**INSTALLATION** ...  
or write for name of  
nearest dealer.

# WICHITA PRECISION TOOL CO., Inc.

450 NORTH SENECA  
WICHITA 12, KANSAS  
DEPT.

## LEGAL DECISIONS

By A. L. H. STREET

### Equipment Installation

Is a manufacturer responsible for the fire damage caused by the incorrect installation of one of his products?

A case in point was decided by the California District Court of Appeal, First District, in the case of *Pedroli v. Russell*, 320 Pac. 2d 873.

The plaintiffs operated a garment pressing establishment and bought a steam boiler from a distributor of cleaning equipment. The distributor recommended that one Thomas be employed to install it, the distributor to pay the labor cost.

An advertising pamphlet issued by the manufacturer said "no special space, pit or foundation is required for its installation."

Early one morning, two or three weeks after the boiler was installed, the shop was swept by fire that started in the wooden floor immediately beneath the boiler.

The plaintiffs sued the manufacturer of the boiler for the damage to their equipment and for what they had to pay their customers for clothing destroyed. Joined with them as plaintiffs were the owners of the building, a tenant of the same building who had lost personal property in the fire, and the insurers of an adjoining building, also damaged.

The trial judge decided that the manufacturer was not liable. (The plaintiffs dismissed their suit against the distributor and Thomas.) On appeal by the plaintiffs the Supreme Court okayed the decision, saying:

"It is clear that the manufacturer of a dangerous device has a duty to warn of its dangerous propensities, and is liable to one whose injury results from such failure to warn, even though the injured party did not purchase directly from him. . . .

"The first question is whether the boiler here involved is a dangerous device within the meaning of the rule. This boiler could cause harm only when placed upon a combustible floor without insulation. Whether the likelihood of such a use is sufficient to require warning is a question of fact. . . . The trial judge found that the boiler was not 'unsafe or imminently dangerous to life or property when used for the purpose for which it was manufactured or sold.'

"Also clearly a question of fact for the trial court was the 'question' of direct cause. Despite the lack of warning, the plaintiff shop owners recog-

nized the need for protection of the wood floor from the heat of the furnace. Unfortunately, they chose fire brick, which is a conductor of heat. Shortly after the installation of the boiler the chief of the fire prevention bureau of the fire department warned the shop owners that 'he was not satisfied' and that another base should be used for the boiler. The man who had installed the boiler offered to correct the base without labor charge, but the plaintiffs chose not to have the work done. The trial court found that the fire was caused solely by the negligence of the plaintiff shop owners, the distributor and Thomas. The manufacturer's failure to warn was not a direct cause of the fire."

### Water Damage Insurance

Is damage caused by rain water covered in a policy covering water damage?

A Michigan cleaner carried a policy which covered all kinds of goods and articles accepted by him for cleaning and pressing service. The policy insured him against "water damage" (meaning the accidental discharge, leakage or overflow of water, or steam from a plumbing system, overhead tanks, steam or hot water heating pipes, including radiators, standpipes for fire hose, sprinkler systems and/or by bursting steam or water pipes, boilers, or tanks within the premises).

After a heavy rain, it was discovered that about 5 or 6 inches of water had accumulated on the floor of the outer workshop, damaging certain clothes lying in bins on the floor waiting to be drycleaned. The rain, apparently, had swept down from the outside, come under the door and collected on the floor because the trap in the drain pipe had become clogged with lint and other materials. Immediately

upon removal of the obstruction in the pipe, the water ran down the drain.

The cleaner sued to collect for the damage done and the trial judge ordered judgment in his favor. But on appeal the Michigan Supreme Court by a vote of five to three decided that the policy did not cover the loss. (*Schiff v. Automobile Insurance Co.*, 287 N. W. 920.)

The majority of the judges reasoned:

"The policy is a contract against loss by specifically enumerated perils. It is undisputed that the water which did the damage did not have its source in the plumbing system, but accumulated on the outside and ran under the rear door. The policy speaks in terms of water damage from a plumbing system, overhead tanks, steam or hot water pipes within the premises. The parties contemplated that damages would result only from discharge, leakage and overflow of water that came from the plumbing system. In the instant case, the water never came from the plumbing system."

The minority reasoned:

"It cannot be seriously questioned that the drain pipe, set in the floor of the workshop and connected with the main sewer, was an integral part of the drainage facilities of the premises and thus part of the 'plumbing system.' The loss was caused because this drain failed to function properly; the water overflowed the floor as a result. The trial court rejected the thesis that the policy contemplated that the water in the plumbing system should originate from within the system itself. We think, although the water was from the rain, the overflow was, nonetheless, from the plumbing system just as the overflow of water from a sink would include water reaching the sink from the faucet above it.

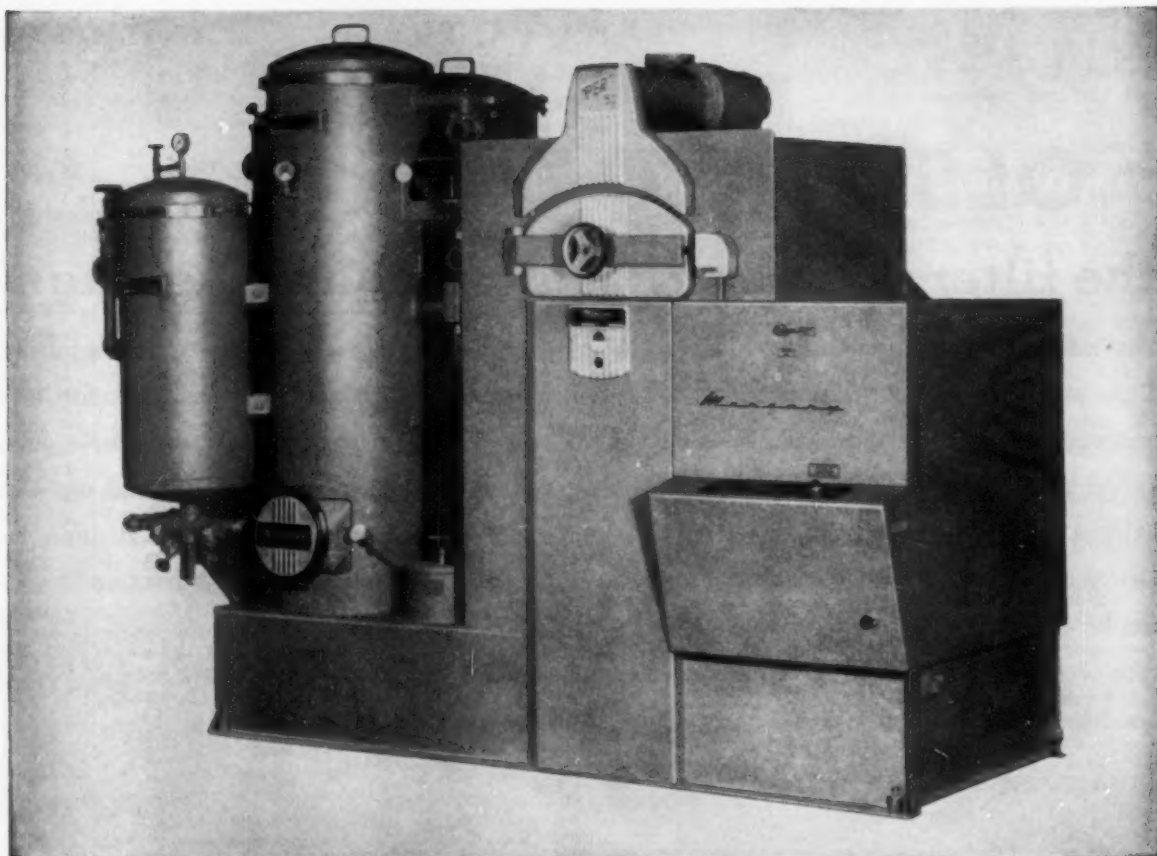
"It may be that in view of the fact that the policy catalogues various sources of water such as overhead tanks, heating pipes, radiators, etc., the interpretation contended for by the defendant is a closer approximation to the original intention of the insurer in framing the contract. However, the construction given by the trial court cannot be branded as unreasonable or capricious. When susceptible to two such readings, the policy must be construed strictly against the insurer who drew it. The language is far from unambiguous, and the doubt must be resolved in the plaintiff's favor."

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by The NATIONAL CLEANER & DYER. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER  
& DYER

305 E. 45th St., New York 17, N.Y.



**Per 50 designed to provide the finest cleaning with maximum solvent mileage, lowest operating and maintenance costs.**

# mercury numatic

Progressive cleaners are modernizing the Mercury Lease-Purchase way. Frees working capital . . . improves tax picture.

**Per 50** pictured above is fully automatic, with dry load capacity of 45-50 lbs. per load . . . \$2000 to \$2500 weekly volume.

**New Clover-Leaf Muck Stripper** attached to 2000 GPH Monel Tubular Filter "valves away the muck" . . . reduces filter pressure for fast solvent flow. Eliminates chore of cleaning filter. Over 10,000 lbs. mileage per drum of Perc.

**New Automatic Still** provides greater capacity with no "foam-over," no "surge."

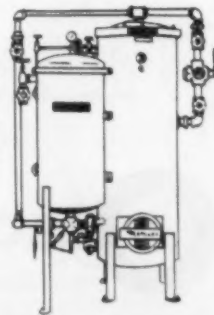
**New Twin-Disc Fluid Drive** controls acceleration for smoother operation. Reduces vibration and maintenance.

**New Heavy Duty Transmission** with double belt drive.

**Mercury-Hoyt Solvo-Miser** supplied; optional.

Petroleum units also available . . . 140F or Stoddard solvent.

Clover-Leaf Muck Stripper and Monel Tubular Filter available as unit for use with any Perc unit. Saves soap, saves solvent, saves filter cleaning.



**Over 4600 Successful Mercury Owners in 49 States**

Washer-Extractor units priced from \$3595.



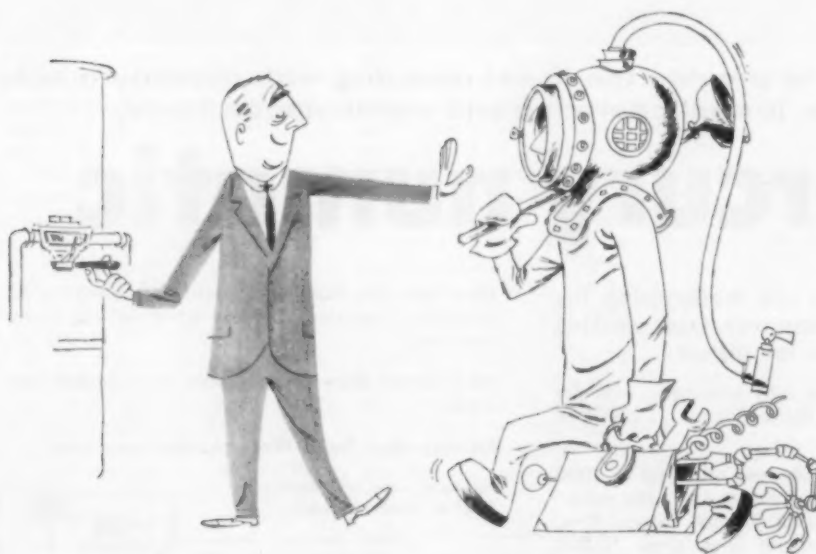
**CLEANING SYSTEMS, INC.**

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

# OLSON

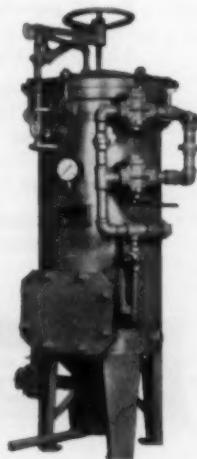
## the filter you clean without changing bags!

That's because there are no bags to change—or anything else for that matter. Olson Superflow tubular filters are automatic, self-cleaning. The entire job takes less than 5 minutes! ■ Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.



**OLSON FILTRATION ENGINEERS**

Cincinnati 12, Ohio, Filters - Stills, Division of The American Laundry Machinery Company





## PLANT ELECTRICITY

Continued from page 84

even in small, low-voltage distribution systems.

### Grounding

Adequate grounding, while actually not quite as important as fuses or circuit breakers, is such a valuable tool for the drycleaner that we are going to elaborate on it a little. The practice on all low-voltage systems—and that is the kind drycleaners use—is to “solidly” ground.

The horrible example we show (Fig. 1) is on a portable electric tool, but the same idea holds for stationary equipment. With explosive fumes, such as those a drycleaning plant can produce, this danger is even more imminent. Static electricity in washers decreases cleaning efficiency. In tumblers, it induces linting.

Everyone should think of electricity as a live force always trying to get to ground or the other side of a circuit, and only kept from doing this by some type of insulation. Whenever insulation values are lowered—and the human body offers little insulation—electricity will take that low path and escape. If the insulation is completely removed electricity will run wild.

Fig. 2 shows a sample of a ground rod and Fig. 3 some test curves on the effectiveness of sinking these grounding rods really low. You'll note in Fig. 2 that the ground connects from a steel beam and then goes into the earth. Many people feel that solid wire from the grounding point of a

motor to a steel beam constitutes a ground. Actually, all it is is a wider path for the current but not as wide as a good, solid ground.

Water piping, of course, represents an excellent ground. It may not be

THIS YEAR is destined to provide an unprecedented demand for water repelling.

Be prepared to offer a superior service with Street's new REP-100, the first non-flammable repellent capable of producing a 100 spray rating in either petroleum or synthetic solvents.

For your convenience Street's supplies a convenient dip-tank unit as illustrated at left. This unit comprises (a) a 30-gallon drum with rust-resistant coating for storage of the standing bath; (b) a plated wire mesh basket supported within the drum for convenient immersion and draining of the treated fabrics; and (c) quick-lock cover to prevent evaporation when not in use.

The complete unit is billed at a surprisingly low price when ordered with a case or more of this new REP-100.

Order the new REP-100 and the dip-tank unit from your favorite jobber salesman.

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R-311

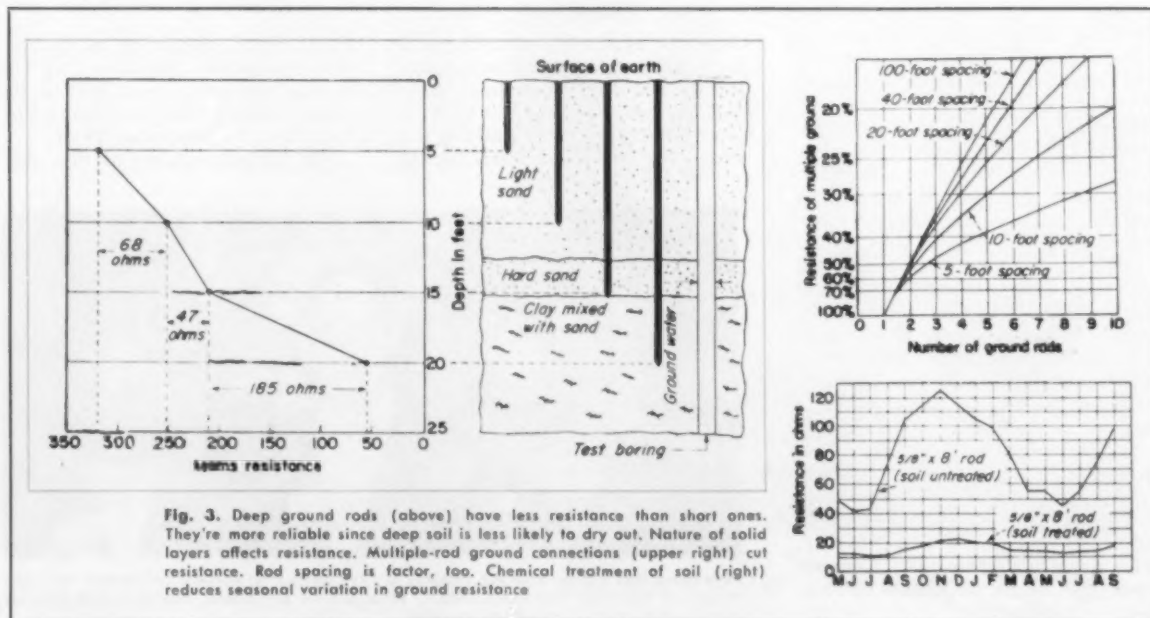


Fig. 3. Deep ground rods (above) have less resistance than short ones. They're more reliable since deep soil is less likely to dry out. Nature of solid layers affects resistance. Multiple-rod ground connections (upper right) cut resistance. Rod spacing is factor, too. Chemical treatment of soil (right) reduces seasonal variation in ground resistance



Reelected New York State officers, left to right: William C. Eisenhardt, Karl M. F. Wilke, Paul J. Rickett, Sr., and John H. Leahy

## Contest Awards Highlight Empire State Meeting

ANNOUNCEMENT of the top six winners of the Parade of Progress Contest sponsored by our sister publication, *Starchroom Laundry Journal*, gave a special flavor to the fall meeting of the New York State Launderers and Cleaners Association.

The affair was held September 12-13 at the Concord Hotel, Lake Kiamasha, New York, and was attended by over 150 members. The contest culminated in the selection of the three best entries in two categories. Participating plants told how they made improvements in sales or production.

Announced at the annual convention of the American Institute of Laundering at Chicago last February, the contest has had the entire industry buzzing. This Empire State convention was the day when the winners received their plaques and divvied up the \$10,000 in cash prizes, plus 3,000 pounds of starch added to the prize pool by Staley Manufacturing Company.

The presentations were made in the presence of the officers and members of the New York State Launderers and Cleaners at their 49th Annual Convention. They made the presentation a part of their business program, reserving a portion of the second day's session for the formal ceremonies.

Just before noon on Saturday, Paul J. Rickett, Sr., president of the New York State Association, introduced Edward B. Wintersteen, executive manager, Business Papers Division, The Reuben H. Donnelley Corporation, who led off the Parade of Progress program.

Mr. Wintersteen outlined the background of the Parade of Progress Contest, its purpose and significance to the laundry industry. At the conclusion of his talk Victor Dalgoutte, immediate past president of the American Institute of Laundering, gave his comments and observations on the contest and its handling from his firsthand knowledge of it as one of the five contest judges.

Editor Henry Mozdzer of *Starch-*

*room Laundry Journal* then made the actual presentation of awards. The first prize in the sales category, \$3,000, went to John K. Witherspoon, vice-president, Dupont Laundry, Washington, D. C. The second prize of \$1,500 in the same category went to John Philip Greene, general manager, The Troy Laundry & Dry Cleaning Co., Hagerstown, Maryland. William B. Katz, president, Washington Laundry, Evanston, Illinois, took first prize in the production category, winning \$3,000. And Marjorie A. Dobbs, executive vice-president, received \$1,500 for the second best entry in the production category.

The third prize winners in both the production and sales categories were unable to attend the New York State Convention but their \$500 awards were forwarded to them. The sales winner was Irving A. Spalding, Jr., treasurer, Boston Cleaners and Shirt Refinishers, Scranton, Pennsylvania. And production winner was Robert L. Larsen, vice-president, Sanitary Laundry & Dry Cleaning Company, Inc., Santa Ana, California.

A fine roster of speakers added impact to the unusual meeting. In addition, business sessions resulted in reelection of the officers for another year. They are: Paul J. Rickett, Sr., Ricketts, Inc., Ballston Spa, president; William C. Eisenhardt, Octagon Laundry, Ridgewood, vice-president, and Karl M. F. Wilke, Wilke Laundry Co., Albany, treasurer. John H. Leahy is executive secretary. # #

## Canadians Stress Public Relations

GOOD PUBLIC RELATIONS can be developed with tactful showmanship. And the cost need not be great, stated C. B. Kasson, vice-president of R. R. Street & Company, in a sparkling talk before 200 registrants attending the

tenth annual convention of the Dry Cleaners Institute (Ontario) Ltd. The two-day convention was held at the Prince Edward Hotel in Windsor, Ontario, Canada, September 29-30.

Mr. Kasson's talk got off to a rous-



New team that will head up DCI activities in 1959 meets after election. Left to right are Allan Wright of Hamilton, first vice-president; Lorne Gibson of Toronto, president, and Clarence Rennick of North Bay, second vice-president

**DISPLAY** this certificate to let the public know you're cooperating in this national educational program. Available at no cost from your DOW-PER distributor.



## New Program alerts teens to value of Drycleaning

- "Clothing Care-ousel", Dow educational program, dramatizes drycleaning services.
- Classroom program uses strip film and a kit of teacher's material to carry a message on clothing care and drycleaning into your customers' homes.
- Ask your DOW-PER distributor how you can tie in with this national program.

### WHY TEEN-AGERS ARE IMPORTANT

The "school age" market has grown to significant proportions in recent years. A whopping \$619 million is spent annually on clothes for teen-agers . . . clothes that need cleaning. Today's high school girls are tomorrow's homemakers. They are forming opinions and attitudes in their home economics classes that will influence them throughout their lives. Over 50% of the girls graduating from high school will be making their own homes within two years. There's no better time than right now to make these youngsters aware of the values of dry cleaning . . . and more specifically, your drycleaning services!

### HOW THIS PROGRAM WORKS

Dow, in cooperation with home economic teachers, has created a special educational program for use in high school and college classrooms. A strip film spells out the benefits of drycleaning in language teen-agers understand. An informative kit of teacher's material gives suggestions for supplementary activities, such as a class tour of a drycleaning plant. This program, called "Clothing Care-ousel", is now available to home economic teachers throughout the nation.

### WHERE YOU FIT IN

It's easy to make the "Clothing Care-ousel" work for you. Just get in touch with the home economics teacher in your area and ask if you may be of assistance. She may ask you to visit her class to answer questions about drycleaning. Better still, invite her and her class to visit your plant! Remember—a small investment of your time will yield big dividends in extra business now and in the years ahead. If you'd like more information, contact your DOW-PER® distributor or write to us. THE DOW CHEMICAL COMPANY, Midland, Michigan, Department S1101C.



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# NEW **BRUNNER** SINCE 1906

## AIR COMPRESSORS

DESIGNED FOR DRY CLEANING AND LAUNDRY USE



**CONTINUOUS OPERATION**

**SINGLE STAGE**

**HORIZONTAL TANK  
MOUNTED**

You can't afford to gamble with your compressed air supply. That's why both the manufacturers of dry cleaning and laundry equipment and dry cleaning and the laundry establishments depend on Brunner air compressors.

The new Brunner line was specifically designed for applications where the demand for air is constant, even under maximum load demands. These air compressors are for use in the lower range of pressures and are available in 1½ to 20 H.P. sizes. A constant speed unloader arrangement holds suction valves off their seats, and prevents compressor from taking in any more air while electric motor continues to run.

Brunner compressors give you the air for dependable press operation; are engineered for equipment use, as well as on the spotting board, for spray sizing and even water-repellent spraying.

**IF YOU USE AIR, YOU'LL DO BETTER WITH BRUNNER**

**WRITE FOR COMPRESSOR RECOMMENDATIONS  
IN DRY CLEANING AND LAUNDRY USE**

**BRUNNER DIVISION**

DUNHAM-BUSH, INC.

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ing start. He was introduced by Harry Fotheringham, past president of the group, who posed as Ralph Edwards, the famous television personality known for his "This Is Your Life" program. Somehow or other, Harry dug up a series of photos of "Kass" from his boyhood in Kansas, through his military career and up to today. Even pictures from Kass's famous recipe book were shown.

### Good publicity ideas

The momentum of that introduction carried right through the formal talk that followed. Mr. Kasson has accumulated a series of colored slides showing case histories of public relations ideas tried by cleaners all over Canada and the United States. They gave visual evidence that publicity can be gained inexpensively and tastefully.

Among the scores of photos was one of Dick Kelley of Melody Cleaners in Oklahoma City, Oklahoma. When a bus traveling in that part of the country encountered a flash flood, Dick opened his plant over that weekend to dry out, then clean and finish all the passengers' garments. The local paper photographed the incident and the story was picked up by the wire services and flashed to all parts of the country.

Three other speakers shared the program. Mrs. Mary Humphries of Thomson Research Associates, Ltd., talked about problem fabrics, assisted by George Sands of that organization. Stains, such as caramelized sugar and cold wave lotion, are near the top of the list of garment problems analyzed by her company, Mrs. Humphries reported.

Art Schuelke, editor of The NATIONAL CLEANER & DYER, stated that cleaners have weathered the recent economic readjustment and are in an excellent position to recoup losses suffered earlier this year. He predicted 1959 will be a record breaker for plants that concentrate on quality, charge account and delivery business and who advertise consistently.

Michael O'Neill of the Michigan Institute of Drycleaning closed the program with an excellent presentation on the importance of belonging to associations in the industry. At the conclusion of his remarks he was given an ovation of several minutes duration.

Entertainment included a sumptuous banquet and floor show, followed by dancing. Two luncheons also were included in the fast-moving program put together by DCI's executive secretary, D. Hartley Currie.

—Art Schuelke





## How to make your helper a "Second-Story" man

Ever counted up the first-floor rug cleaning jobs you handle where you DO NOT get the second-floor work? Actually, you may be losing a nice bit of money on "upstairs" cleaning . . . *simply because nobody wants to carry a heavy 65 or 70 pound cleaner up and down!*

Today MULTI-CLEAN has the remedy for that situation . . . the new 29 pound D-100 . . . so light you can pick it up and carry it with one hand, yet sturdy, powerful, and built for years of service. It's the ideal auxiliary unit to go with your regular MULTI-CLEAN MCV-214 or 220 vacuum.

To understand what a money-maker the D-100 can be for you, look at the *features*: wet or dry pickup . . . welded all-steel 3½ gallon tank . . . 66" water lift . . . 30' safety cable . . . safety fuse shut-off to protect from flooding . . . 4 swivel casters. Hose, wand, floor tool, hand tool and intake adapter are all included in the \$155.50 price.

The D-100 is the newest member of the famous MULTI-CLEAN line of equipment for the professional rug cleaner.

Other MULTI-CLEAN products include heavy duty rug scrubbing machines in sizes from 12" to 22" for both on-location and in-plant work, heavy duty wet-dry vacuum cleaners in sizes up to 16 gallon capacity, the new, self-contained "Professional" upholstery cleaning machine, and rug cleaning shampoos.

**MULTI-CLEAN'S 29 LB. D-100...**

only **\$155.50**

PRICE INCLUDES ATTACHMENTS WORTH \$37.05

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# New Hoffman Master-Jet 445

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**AN OUTSTANDING FEATURE**

The all-new Nicholson-built, Hoffman Master-Jet 445 cold unit is available in both single and two-bath models. This modern, 40-50 lb. capacity machine features the exclusive Jet-balancing method that eliminates the need for weighed loads, cylinder partitions or dividers. This method maintains proper balance smoothly and automatically with each turn of the cylinder. Big, 36" open-pocket cylinder gets full-drop, deep-rib cleaning action. It's easy to load and unload, too!

To provide the best possible components for this machine, Nicholson has standardized on Marlow self-priming,

centrifugal pumps for the new Master-Jet. These space-saving Marlows are used to circulate solvent from the filter to the jets and to the washer-extractor cylinder.

For many years, Marlow Pumps have helped make good dry-cleaning equipment *better!* Marlow drycleaning pumps are specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss—floors stay dry and clean. And Marlows handle petroleum or synthetic solvents with equal ease. Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation—

are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



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## ASSOCIATION NOTES

**NIRC Appointment:** Appointment of Robert F. Coleman as managing director of the National Institute of Rug Cleaning was announced recently by Bernard Roth, NIRC president. He succeeds Richard M. Powell, who left October 1 to assume the position of executive vice-president of the National Association of Refrigerated Warehouses.

Mr. Coleman formerly was assistant manager of the American Society of Association Executives; administrative officer, Budget and Finance Division, Office of Price Stabilization, and budget examiner with the United States Treasury Department. He is a graduate of George Washington University and of the Institutes for Organization Management of Yale University.

##

**Directors Replaced:** Hoyle Lowdermilk, Candor Dry Cleaners, Candor, and H. E. Miller, Millers' Laundry, Hendersonville, were recently elected to the board of the North Carolina Association of Launderers & Cleaners. Mr. Lowdermilk replaces F. O. Perkins in representing District 8 and Mr. Miller succeeds Joe Feller in District 14. Both retiring directors recently sold their plants.

##

**Lifetime Honorary Membership:** The St. Louis Drycleaners recently conferred a lifetime honorary membership upon Paul Lungstras, senior member of the Lungstras firm, in an unprecedented action. Mr. Lungstras is the last in a line of drycleaners who have operated the 80-year-old firm. Although 75 years old, he is considered one of the St. Louis organization's most active and enthusiastic members.

##

**New Organizations:** The Halton and District Division of the Dry Cleaners Institute of Ontario was recently formed. Newly elected officers are Don Barrager, Georgetown, president; Cam Anderson, Brampton, treasurer, and Frank Van Wyck, Acton, secretary.

The Association of Cleaners of Bas St. Laurent (Quebec) was recently organized. George Malenfant, Cabano, was elected president; Omer St.

Pierre, Rimouski, vice-president; Clovis Duschesne, Rimouski, secretary. Directors are: Noel Savard, Matane; Yvon Ross, Mont-Joli; Jean-Eudes Lepage, Rimouski, and Jean-Claude Belzile, Trois-Pistoles.

##

**Pennsylvania Conference:** Fifty-one Pennsylvania drycleaners attended the Field Educational Conference held in Pittsburgh September 6 and 7. It was jointly sponsored by the National Institute of Drycleaning and the Pennsylvania Association of Dyers and Cleaners. Three NID instructors conducted the courses. "Dutch" Rothe told about spot removal and wetcleaning techniques; John Beck about controlling drycleaning quality, and Clay Hardin spoke on current fabric behavior problems.

William B. Clayton, PADC executive secretary and NID fieldman, announced the same instructors will

conduct a similar conference in Williamsport January 10-11, 1959.

##

**Puerto Rican Association:** Now in its third year, the Asociación de Dueños de Trenes de Lavado en Seco de Puerto Rico (Association of Puerto Rican Drycleaning Plant Owners) is active in its efforts to improve quality and services, as well as the business status of the industry throughout the island. Officers are: Roberto Homar, Principado Modern Dry Cleaning, Inc., and Principado Distributors Corp., president; Freddie Thon, Llaneza Dry Cleaning Plant, Inc., vice-president; Febus Cumpiano, Niagara Dry Cleaning Plant, Inc., secretary; Roberto Marchan, City Dry Cleaning Plant, Inc., treasurer.

Recently Mr. Homar and Mr. Cumpiano represented the entire industry during a public hearing dealing with minimum wages.



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for water repellency

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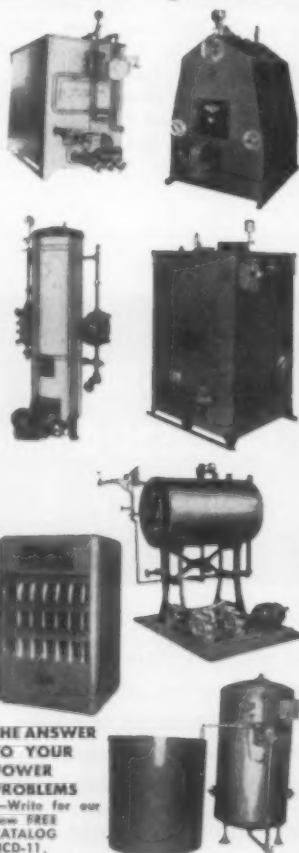
The new REP-100 is the first non-flammable repellent capable of producing a 100-100-100 spray rating in all solvents.

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## N.I.D. NEWS



**Complete General Course:** Twenty-one students from 15 states and three foreign countries recently completed the 103rd general course offered by the NID.

Students include, from left to right, front row: Jun-ichi Kitoh, Kotobuki Cleaning, Inc., Osaka, Japan; Roy Gibson, Troy Laundry & Dry Cleaners, Sheboygan Falls, Wis.; K. Charles McGarahan, Jr., Nu-Glo Cleaners & Laundromat, Zion, Ill.; Stanley J. Czerkies, Super White Laundry & Dry Cleaning, Wyandotte, Mich.; John C. Tegeder, Tegeder's Cleaners, Milwaukee, Wis.; Stanley C. Bublik, Suburban Home Cleaners, Riverside, Ill.; Carl A. Coatney, Crolley Cleaners, Lexington, Ky.; Edwin A. Williams, Morgan Brothers, Inc., Westmont, N. J.; Lettie M. Sites, Petersburg, W. Va.; Douglas B. Rather, Jr., Nevada Laundry & Drycleaners, Las Vegas, Nev.; Keshave Thakor, Kismet Steam Laundry & Dry Cleaners, Durban, Natal, South Africa.

Back row: John C. MacIntosh, Holiday Cleaners, Santa Monica, Calif.; Robert T. Coulson, Sunshine Laundry Corporation, Salisbury, Md.; William R. Bean, Melody Cleaners, Oklahoma City, Okla.; Howard J. Harris, Scotts' Valet Shop, Northfield, Minn.; William V. Jordan, Peel Dry Cleaners, Washington, D. C.; Dwight Campbell, Campbell Cleaners, Louisiana, Mo.; E. V. Sweeney, White Linen & Towel Service, Catano, Puerto Rico; Richard W. Dart, Jr., Naval Exchange Laundry, Navy 214, FPO, N. Y.; Gerald LeBrante, S. Shain Company, Newton Centre, Mass.

**Silk Finishing Graduates:** Eight students from six states recently completed the twenty-third two-week course in the theory and practice of finishing silk garments. The graduates were: Louis J. O'Brien, Model Star Laundry, Danville, Ill.; Mrs. Betty Diserio, Shueys Valetor, Wellsburg, W. Va.; Mrs. Rosalie Ratliff, Pilgrim Laundry & Drycleaning Company,

Huntington, W. Va.; Elva Deitz, Bishop Laundry, Dothan, Ala.; Bertha Neuman and Lorraine Morich, Nite and Day Cleaners, Detroit; Latta N. Smith, Verbeyst, Princeton, N. J.; Arthur Plotkin, Nu-Life One Hour Cleaners, Braddock, Pa.

##

**Miss Mike Memorial Lounge:** Work has begun to convert a room in the Education Building of the NID into the Edna M. Michelsen Memorial Student Lounge. An attractive oil painting of "Miss Mike" will be hung in a prominent place in the memorial lounge.

"Dutch" Rothe, the NID alumni Society's new president, who conceived the idea, says, "it's the sort of memorial we think Miss Mike would have wanted for it will give all students a place where they can relax and read in quiet and comfort."

The lounge is expected to be finished by the end of the year and will be formally dedicated during the Back-Home Day reunion in mid-August 1959. A part of the room will also house the Alumni Society's offices.

##

**Leather Cleaning Class:** Nineteen students from 15 states, Canada and Japan completed the fifth one-week course in the techniques of cleaning and finishing all types of leather goods. The members of the graduating class were: Olin Johnson, American Laundry and Dry Cleaners, Hartwell, Ga.; James Kendall, Sawyer Cleaners, Rock Hill, S. C.; George W. Reynolds, Booth & Company, Inc., Philadelphia; Eugene Schroeder, Behrend and Leard, Inc., Oconomowoc, Wis.; Shin Nishide, Hakuyosha Company, Ltd., Tokyo, Japan; Jack R. Montgomery, Airline Cleaners, Houston, Tex.; Ralph DeJohn, Kenmore Cleaners, Bristol, Conn.; Russell H. Minges, Robison & Smith, Inc., Gloversville, N. Y.; Dean Reese, Dover Laundry and Cleaning Company, Dover, Del.; Joseph Kearns,



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**AIR-COOLED OR WATER-COOLED UNITS**

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# Tests prove plants can increase output, lower costs with better steam trapping

by John W. Ritter, Test Engineer  
SARCO Company, Inc.

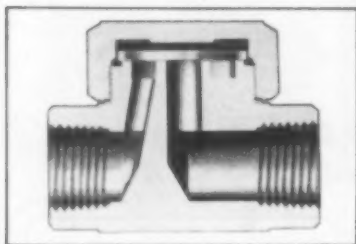
Surface cold spots on ironers and presses can run up production cost. Such trouble is often cleared up by the right steam trapping.

Because Sarco Thermo-Dynamic Steam Traps drain condensate and air out of steam spaces completely, their use has increased the output of many laundries and cleaning plants, cut fuel costs appreciably. Here are four typical cases:

At a military post laundry\* in Virginia, sheets were leaving the flatwork ironers steaming. Tests showed cold spots on steam chest surfaces, temperatures ranging from a high of 325°F to a low of 310°F. When TD-50's were installed temperature rose to 330°F, work left the unit dry, and re-runs were eliminated.

Loss of live steam from traps was a problem with an institutional laundry\* at Grand Rapids, Mich. Drying tumblers and ironers were running at low heat level, output was sluggish.

Sarco TD Steam Traps were then installed, resulting in an immediate production speed-up. Drying tumblers, for instance, were able to dry a load of towels 15 to 20 minutes faster.



Only 3 parts to a TD Steam Trap: Cap, disc, and body. Low in first cost, low in installation cost, low in maintenance cost.

When flatwork ironers showed a drop of surface heat of 45° below inlet steam temperature at a large commercial family laundry\* in Brooklyn, they were equipped with TD Steam Traps. That stepped up their output 9.8%.

Again, in Texas City, Texas, a large laundry and dry cleaning company had heating trouble with 30 units. Faulty steam trapping was wasting steam. They replaced bucket traps with Sarco TD's and stopped steam losses. Output increased 10%.

In all four of these cases the trouble-free operation of TD's also effected reduction in maintenance time.

\*Name and actual case-history on request.



## SARCO TD Steam Traps can make the difference between loss and profit

Equip your steam-heated laundry and cleaning units with Sarco Thermo-Dynamic Steam Traps. This production-planned steam trapping will watchdog your heated surfaces for uniform temperature.

If you are wasting valuable steam or if uneven surface temperatures are giving you loss of production and frequent re-runs, write for literature today.

**60-DAY TRIAL CONVINCES... No cost or obligation**  
Prove the effectiveness of Sarco TD traps to your own satisfaction. Write directly to us for a Sarco TD and strainer on 60-day trial. Specify size. Buy only if you're completely satisfied. Sarco Company, Inc., 635 Madison Ave., New York 22, N. Y. Or contact your supply house.

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Excelsior-Leader Laundry Company, St. Louis, Mo.; Abe Peletz, Bellingham Cleaners, Ltd., Montreal, Canada; Sam Adelman, West End Cleaners, Montreal, Canada; Calvin Lee, Lee's Cleaners, Metairie, La.; Charles Bowling, Laundry and Dry Cleaning Section, Quantico, Va.; James P. Dillard, Mountain Brook Cleaners, Birmingham, Ala.; Maurice Loper, Cardinal Cleaners, Nashville, Tenn.; J. F. Morris, Clary Cleaners, Hollywood, Fla.; Thomas R. Bailey, New Franklin Laundry, Bangor, Me., and James Pipkin, Pipkin Cleaners, Lubbock, Tex.

##

**Visitors to Silver Spring:** Bill Clayton, executive secretary of the Pennsylvania Association of Cleaners and Dyers and NID fieldman, headed a group of 33 drycleaners from 16 Pennsylvania towns who spent August 11 at Institute headquarters in Silver Spring, Md. George P. Fulton, NID's general manager, and William B. White, director of education, welcomed the group.

Other recent visitors were Shikano-suke Yokoyama, director of Hakuyosha Company, Ltd., Tokyo, Japan, with one of his employees, Miss Shin Nishide. Miss Nishide will work with NID's researchers learning various drycleaning research techniques before returning to Japan.

##

**Current Publications:** Technical Bulletin T-373 presents an introduction to sizing and some of the fundamentals of the subject.

Technical Bulletin T-372 is the fourth and last of the redeposition series. The effect of solvent circulation on graying in petroleum systems is described.

Technical Bulletin T-374 provides an up-to-date list of the performance of commercial water repellents available to drycleaners.

The supplement to Fabrics-Fashion FF-46 deals with the problem of solvent-soluble, resin-bonded colors and how to determine whether the color will change in drycleaning.

Sales Meeting Guide SMG-3 deals with promoting professional care for wash-and-wear. Different methods of sales training are discussed in Sales Training Bulletin STB-3. Making every selling minute count and adjusting to each customer are suggested in Selling Tips Bulletin ST-3.

How routemen and counter girls can be helped to meet customer objections is the subject of Sales Meeting Guide SMG-4.

# new

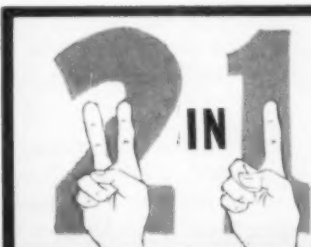
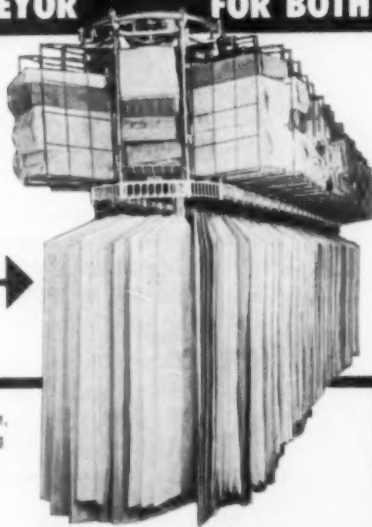


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you have learned from our  
year-long spotting series . . .*

## Here Is Your SPOTTING QUIZ

By CORT ANTONSON



**Exclusive!**  
**ANOTHER**  
**"FIRST"**  
*in National*

BEGINNING last January we have written a series of articles entitled, "Spotting Made Easy." We have endeavored to touch all bases on the subject from initial supplies to stain removal instructions.

Now, to help you determine how much you have gained from the articles, we provide you with a simple but effective test you can take to rate your spotting knowledge. It will help you find out just how nearly you qualify as a spotting expert.

Whether you are an oldtimer or a beginner, the test should prove provocative and give you a chance to review your own knowledge. After you have taken the test, please send in your answers. You can qualify for a handsome Spotting Certificate. This will be a hand-lettered personalized document, suitable for framing. It will help establish you as an expert in the minds of your customers and fellow employees.

The test is broken into two parts. The first portion covers a number of "true or false" questions. The second part gives you a chance to express yourself your own way, and to show whether you are reaching correct decisions when confronted with stain removal problems.

After you have taken the test, jot down any special "tricks of the trade" you might use and send them with your entry. While it will not have any special bearing on your entry, this information could become a valuable pool of suggestions for other spotters, who will be sending *their* ideas for *you* to use.

WE HOPE you will do well. All the answers have appeared in the preceding articles, although not necessarily in chronological order.

When you have finished the quiz send the sheet to:

"Spotting Test"

NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y.

Be sure to get your answers in to us by midnight, December 15, 1958. Your paper will be sent to Cort Antonson for grading. If you rate a passing mark, and you probably will, your certificate will be mailed to you quickly. In addition, your name will be listed as an "honor student" in the February issue of the magazine. Be sure to send your entry as fast as you can.—EDITOR



## SPOTTING QUIZ—PART I. Answer "True" or "False"

1. Spray spotters used in spray tanks are of value in spraying down areas, followed by recleaning, to give greater water-soluble-soil removal in those areas. \_\_\_\_\_
2. The spatula is of value in digging out deeply absorbed stains. \_\_\_\_\_
3. Black brushes are usually used for dry-side spotting agents. \_\_\_\_\_
4. Sizings generally cause us no problem on rayon fabrics. \_\_\_\_\_
5. Acetate fiber burns to form a gummy black ash that becomes hard on cooling. \_\_\_\_\_
6. Pigment prints are usually fast on the dry side. \_\_\_\_\_
7. Garments with stains that are impossible to remove should be considered passups. \_\_\_\_\_
8. If all efforts to remove the stain from the garment by spotting procedures fail, it should be wetcleaned. \_\_\_\_\_
9. Vacuum on the spotting board is of help to the spotter because the saturated area can be confined to smaller dimensions. \_\_\_\_\_
10. Emulsions contain no moisture. \_\_\_\_\_
11. The so-called "tannin formula" is on the alkaline side. \_\_\_\_\_
12. The co-solvents in some paint removers can cause color loss on acetate fabrics. \_\_\_\_\_
13. The penetration property of a neutral lubricant will sometimes cause a bleeding of dyestuff. \_\_\_\_\_
14. "Stripper" is the name commonly given to an oxidizing bleach. \_\_\_\_\_
15. Loss of color can sometimes occur from holding the steam gun too close to the garment. \_\_\_\_\_
16. Stains sometimes contain within themselves lubricants that are an aid in their removal. \_\_\_\_\_
17. The great majority of stains are removed by the use of water and a neutral lubricant or synthetic detergent. \_\_\_\_\_
18. Oxidizing agents bleach by removing oxygen from the fabric. \_\_\_\_\_
19. A catalyst can be either an acid or an alkali. \_\_\_\_\_
20. Alkalies such as ammonia will set wool dyes. \_\_\_\_\_
21. "Crocking off" of dyestuffs is a loss of color caused by mechanical means such as using a bone spatula. \_\_\_\_\_
22. It is difficult to remove a dye stain from colored cotton corduroy without affecting the color of the garment itself. \_\_\_\_\_
23. Rayon fiber is softer and has less tensile strength when it is wet than when it is dry. \_\_\_\_\_
24. One of the spotter's greatest responsibilities is to make the right decision. \_\_\_\_\_
25. Ink stains can be distinguished from dye stains because ink bleeds more readily. \_\_\_\_\_
26. Perfume stains can usually be removed from acetate fabrics. \_\_\_\_\_
27. Removing rust from fabric with a commercial rust remover is basically a chemical procedure. \_\_\_\_\_
28. Next to water, ammonia is the most important spotting agent. \_\_\_\_\_
29. Mercurochrome is primarily an acid dye stain. \_\_\_\_\_
30. Acetic acid can be used safely on all fibers at a concentration of 50 percent. \_\_\_\_\_
31. Alcohol is a good solvent for shellac. \_\_\_\_\_
32. Some glues must be digested. \_\_\_\_\_
33. If a customer tells us she spilled some oil on her dress we can guarantee its removal. \_\_\_\_\_
34. General Formula plus the heat of a steam gun can cause a loss of color from a dyed acetate fabric. \_\_\_\_\_
35. Old blood stains are usually built up at the outer edge. \_\_\_\_\_
36. It is usually safer to remove paint on the wet side. \_\_\_\_\_
37. Chlorine, being slightly alkaline, can be speeded up by the use of an acid. \_\_\_\_\_
38. Bleaching can be accomplished by taking away or adding oxygen to the fabric. \_\_\_\_\_
39. Caramelized sugar stains are often not noticeable before drycleaning. \_\_\_\_\_
40. Heat speeds up a chemical action. \_\_\_\_\_
41. Acid spotting agents and alcohols will bleed acetate dyestuffs. \_\_\_\_\_
42. General Formula is volatile and need not be rinsed from the fabric. \_\_\_\_\_
43. A neutral lubricant or synthetic detergent is used as a lubricant on the wet side. \_\_\_\_\_
44. As long as you have followed the correct procedure in removing the stain, any loss of color from the garment is not your responsibility. \_\_\_\_\_
45. Acetic acid is of value as an acid spotting agent because it evaporates completely. \_\_\_\_\_
46. Rust removers will dissolve glass and damage weighted silk. \_\_\_\_\_
47. Ammonia will speed up the action of hydrogen peroxide. \_\_\_\_\_
48. Reducing bleaches will neutralize oxidizing bleaches. \_\_\_\_\_
49. Acid spotting agents left in an acetate fabric can cause "acid fading." \_\_\_\_\_
50. Stains are more readily absorbed by wool fabrics because of the nature of the fiber. \_\_\_\_\_
51. The first step in removing a dye stain from a colored garment is to use a stripper. \_\_\_\_\_
52. Hydrogen peroxide (3 percent) can be used to advantage in removing scorch from colored wool fabric. \_\_\_\_\_
53. Digesters are actually enzymes. \_\_\_\_\_
54. Fingernail polish can usually be removed safely from all fabrics by the use of amyl acetate (chemically pure). \_\_\_\_\_
55. Paint is most difficult to remove from leather. \_\_\_\_\_
56. Medicinal stains often contain alcohol that affects the color of acetate fabrics. \_\_\_\_\_
57. Digesters assist in stain removal by converting insoluble compounds to a soluble state. \_\_\_\_\_
58. Excessive bleaching with an oxidizing bleach can result in damage known as overoxidation. \_\_\_\_\_
59. The quick action of potassium permanganate makes it a good bleach to use on white wool. \_\_\_\_\_
60. Sodium bisulfite is a strong reducing bleach. \_\_\_\_\_

Continued on page 110

## SPOTTING QUIZ—PART II *Continued from previous page*

Give two basic rules for handling the steam gun.

Name the four basic requirements for digesters to work most efficiently.

Mark an O for Oxidizing beside the bleach to which this designation applies.

Sodium perborate \_\_\_\_\_ Titanium sulfate \_\_\_\_\_ Sodium hypochlorite \_\_\_\_\_

Sodium bisulfite \_\_\_\_\_ Hydrogen peroxide \_\_\_\_\_

The remaining traces of blue dye from an ink stain still show in the center of a white polkadot of a blue-and-white cotton polkadot dress. Which bleach would you choose to do the job? \_\_\_\_\_

The garment is a one-piece white acetate sharkskin dress. It has been drycleaned but we have decided to wetclean it and bleach it.

What bleach would you use? \_\_\_\_\_

What precaution in handling this dress would you suggest to the wetcleaner? \_\_\_\_\_

The spotter is working on a blue pure silk shantung dress trying to remove a blood stain with ammonia, the steam gun, and a bone spatula. List three risks.

A white wool dress has a blue-black ink stain on the front. The marker brings it to you for handling before drycleaning. List in order the first five procedures you would use in removing this stain.

A pigment-printed garment has come through drycleaning satisfactorily but has an old paint stain on the front. What would be your decision as the spotter in handling this garment further?

As the silk spotter, how would you go about removing a mercurochrome stain from a colored acetate dress?

As the "boss," you bring a garment to the spotter that has been made of pure silk fiber and you tell him this fabric is made of black yarns and white yarns. There is a blood stain on the dress. What advice would you give for handling this job?

How would you explain to a customer the reason for not being able to remove an oxidized oil stain?

Name \_\_\_\_\_ Title \_\_\_\_\_  
Plant \_\_\_\_\_  
Address \_\_\_\_\_

## SIGNS of the TIMES

**Music While You Work?** "Yes . . . and no" seems to be the answer, as reported in the August *Industrial Bulletin* of the New York State Department of Labor. While some scientific experiments have indicated that music increases production of groups ranging from factory workers to dairy cows, other tests were far less conclusive. Industry polls of firms that have tried music showed sharp differences of opinion as to its value in increasing production and improving morale; some found it helpful, others distracting. However, almost everyone seems agreed that the workers, except those whose jobs require mental concentration, enjoy the music, whatever its effect on output.

# #

**Wash-and-Wear Gripe:** According to a recent report by *The Wall Street Journal*, 14 out of 17 retail stores questioned by a New York buying office replied that "no-iron" clothes do not live up to the claims of its makers. Suit seams, sewed with non-washable thread, pucker in laundering; dyes often run or fade.

# #

**Wins Advertising Award:** The Advertising Specialty National Association has awarded Acadian Cleaners & Pressers Ltd., Oshawa, Ont., Can., a certificate of merit with special commendation for basic use of an advertising specialty.

# #

**Consumer Education:** A talk on the history and development of the dry-cleaning industry was given recently for the Rotarians, Kirkland Lake, Ont., Can., by Lawrence Callin, manager of the Kirkland Cleaners.

# #

**Public Service:** J. D. Swenson, owner of Barksdale Cleaners and Laundry, Bossier, La., was recently installed as commander of the Bossier City Doty-Summer Post 191 of the American Legion.

Among the organizations which cooperated in a clothing drive sponsored by the St. Vincent de Paul Society, Baltimore, was the Maryland Dry-cleaners Guild.

## How to select a water repellent

Before standardizing on any process of water repellency it is well to first select a formula which meets the following specifications:

1. It should have no flash point. A non-flammable product meets the requirements of the underwriters when used in an open dip-tank unit.
2. It should neutralize the trace of detergent remaining in dry-cleaned fabrics and produce a 100 spray rating with no more than normal rinsing.

3. It should produce a 100 spray rating when treating fabrics which have not been processed with durable repellent at the mill.

4. It should work equally as well in standing baths made with either synthetic or petroleum solvent.

Street's research department proudly announces the development of REP-100, the first water repellent to meet all four of the above specifications.

Order the new REP-100 from your favorite jobber salesman.



R-310

## VIKING PUMPS help you save on solvents

Specially built for solvent pumping, your Viking helps you maintain lower solvent costs per pound cleaned. Thousands of dry cleaners use Viking Pumps with satisfaction and economy—and you can too. Specify Vikings!

### Only Viking Pumps Give You All of These Features:

- Holds a high vacuum
- Fast self priming
- Quiet operation
- Does not heat solvent
- No lubrication of pump required
- Does not block up with lint

(Fig. 32)  
(Unmounted pump with standard head)



For More Information, Write for Catalog BQ, pages 9 and 10

### VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A.

In Canada, it's "ROTO-KING" pumps  
Offices & Distributors in Principal Cities. See Your Classified Telephone Directory.

# NEWS

## FROM THE ALLIED TRADES

### Butler Makes Four New Appointments



PAUL M. SHOEMAKER



CARL E. FOREST



HERB G. YATES



WILLIAM H. GRIFFITH, JR.

The announcement of four new appointments was recently made by Butler Manufacturing Company, Kansas City, Mo.

Paul M. Shoemaker has been appointed division manager of Butler Industries Division which includes the Dry Cleaners Equipment Division and Outdoor Advertising Division. Mr. Shoemaker, who serves as assistant secretary, has been associated with Butler for 23 years.

Herb G. Yates, previously Northeast regional manager, has been transferred to the Kansas City general offices where he assumes the responsibility of sales planning and supervision for Butler's Dry Cleaners Equipment Division. Mr. Yates has served the company for 19 years in the Dry Cleaners Division. He has represented the company as sales supervisor and sales representative in various parts of the United States.

Carl E. Forest has been promoted to regional sales manager for the Northeast region of But-

ler's Dry Cleaners Equipment Division. Mr. Forest will be responsible for coordinating and supervising all sales and service activities in the greater New York and Northeast area. He has been associated with Butler for the past eight years, previously as representative working with drycleaners in the Long Island, N. Y., territory.

William H. Griffith, Jr., has assumed the duties of sales representative for the Long Island, N. Y., territory. He previously served Butler as regional service manager for the greater New York and Northeast region.

### Shirt Laundering Promotion

A national promotional campaign aimed at boosting shirt laundering sales for cleaners and launderers has been announced by Time Savers, Inc., Montclair, N. J.

Known as the "C.P.C." Collar Comfort Shirt Laundering Pro-

motion (CPC designates Crush-Proof Collar), the program is aimed at all levels of distribution. The trade paper advertising schedule for the CPC promotion commences with October issues and a general mailing to cleaners and launderers was scheduled to break immediately thereafter.

Four major deals, aiming especially at jobber support, are involved in the campaign. Available through the deals are the new Time Savers' Collar Form-R, a new expanding collar forming device for crush-proof collars; the Time Savers' Foldmaster, a folding attachment which converts manual folding tables to semi-automatic, and LaDown Staiz, Time Savers' collar support for the crushproof collar.

The CPC program provides participating cleaners and launderers with free sales aids and sales promotional material including bundle inserts, newspaper mats, and a set of five four-color posters.

### Prosperity Appoints Giancola



DONALD J. GIANCOLA

The appointment of Donald J. Giancola as industrial and export sales department manager of the Prosperity Company, Syracuse, N. Y., was recently announced by R. O. A. Petersen, company president.

Mr. Giancola, executive vice-president of Prosperity Exporting Corporation, will be responsible for the development of sales volume and efficiency of Prosperity's industrial, institutional and governmental markets both in this country and abroad.

Affiliated with the company since 1946, Mr. Giancola has been closely identified with Prosperity's foreign manufacturing and trade activities. He is a graduate of Syracuse University.

### Caled Appoints Ryan



REESE RYAN

Caled Products Company, Inc., Brentwood, Md., has announced the appointment of Reese Ryan as sales representative in the state of Texas. Mr. Ryan will have his headquarters in Beaumont.

Mr. Ryan is a graduate of the Third General Course at the National Institute of Drycleaning, and has been associated with the drycleaning and laundry industry for 27 years.

### Bixby Joins Detrex Board



H. G. BIXBY

H. G. Bixby, president of Ex-Cell-O Corporation, has accepted an appointment to the board of directors of Detrex Chemical Industries, Inc., Detroit, Mich.,





## FAMOUS for a quarter of a Century



## Suede and Leather Dyes and Finishes

### For CLEANING and FATTING

KIRK'S Suede & Leather Soap

KIRK'S Glove Cleaning Compound

KIRK'S Cape Skin Cleaning Compound

These items have been in use for years, and have no equal.

### For FINISHING and DYEING SUEDE

KIRK'S Suede Dyes—36 colors and shades to choose from; name it and we have it.

KIRK'S S & DRESSING—to mix with Suede Dye as a dressing which softens; gives Lustre and keeps Suede from water spotting. Later, can be used as a neutral with Suede Dye Reducer. A real innovation.

### For Finishing the New Cape Skin Apparel

KIRK'S Flexo Leather Dressing—A product so easy to use, is not hot; dries fast; only one spraying; 403 finishes an average jacket. No top finish necessary. Made in many colors—you name a color—we have it. Use #10 air gun to spray on.

KIRK'S Metallic Finishes—

Silver, gold, bronze. We have the finest, most lustrous quick drying Pearl Finish known—leaves leathers so soft.

## KIRKPATRICK SPECIALTIES CO.

7320 Melrose Avenue

Los Angeles, Calif.

**NOW AVAILABLE—NEW 1958 PLANT PRACTICE BULLETIN & CATALOG**

### SPECIALTY TOOLS

#10 Air Gun; Spec. Binks Spray Gun; Suede Bristle Brushes; Sponges; Glove Forms

according to an announcement by A. O. Thalacker, president of Detrex.

Mr. Bixby is currently director of Ex-Cell-O Corporation, Manufacturers National Bank of Detroit, and numerous other financial and manufacturing com-

panies. He is regional vice-president and director of the National Association of Manufacturers and vice-president and director of the Aero Club of Michigan. He is also member of the board of trustees for various institutions.

### Thompson-Hayward Representatives



MARVIN BRIDGES



FRANK LEONE

Frank Leone has been appointed to the Thompson-Hayward Kansas City sales staff to replace Marvin Bridges, who has been assigned a new post in the Texas division. C. O. Davis, vice-president of the Carman Division, Thompson-Hayward Chemical Co., Kansas City, Mo., announced the appointments.

Mr. Leone will continue to serve the trade in southwestern Missouri and southeastern Kansas where he is well known through his years of representation in this territory. His back-

ground includes practical knowledge of plant operating procedures, as well as a knowledge of the supply business from his years of association with Carman Company Inc. and a local Kansas City supply house.

Marvin Bridges will serve as manager of the Laundry and Dry Cleaning Supply Division in Lubbock, Tex. He had been owner-operator of his own plant before joining Thompson-Hayward, with which he has been associated for the past three years as a sales-service representative. *Continued on page 114*

### Eaton Receives Centennial Industry Award



The Michigan Department of Economic Development has presented the Centennial Industry Award to 10 Michigan companies who have been in business in the state for 100 years.

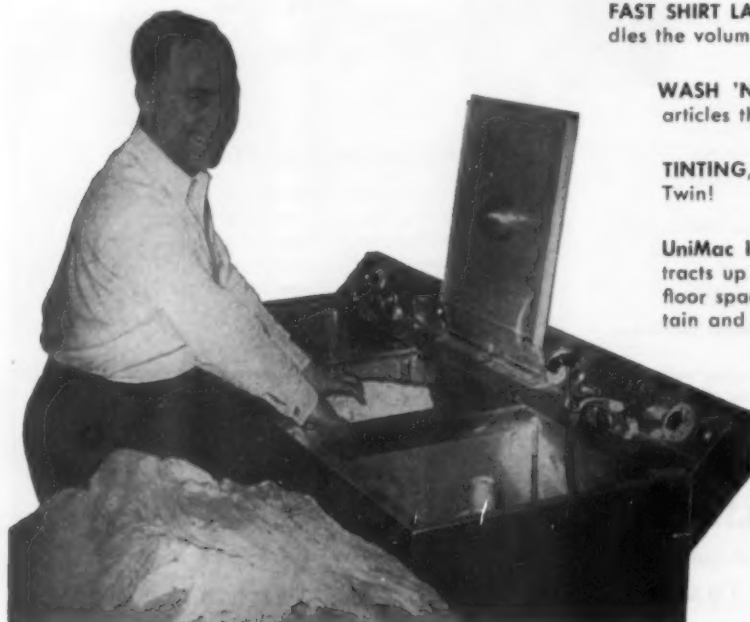
Among those receiving the award was the Eaton Chemical and Dyestuff Company, found-

ed in Detroit in 1838 by the late Theodore H. Eaton.

Pictured is Governor G. M. Williams presenting the award to W. Thompson Tambke, president of Eaton, with Berrien Eaton, chairman of the board, and R. F. McDonald, executive vice-president, watching.

## Increase Your Profits with the Versatile UniMac Twin!

**FAST INDIVIDUAL DRYFOLD BUNDLES**—A UniMac Twin quickly processes flufdry-fold bundles—**INDIVIDUALLY**—no marking, no netting, no sorting, **NO LOSSES!**



**BLANKETS, SPECIALTIES**—Blankets, woolens and other specialties may be processed in minutes without shrinking or felting. They retain original beauty and texture!

**FAST SHIRT LAUNDERING**—A UniMac Twin easily handles the volume for a one or two girl shirt unit!

**WASH 'N WEAR**—A UniMac Twin speeds these articles through your plant!

**TINTING, DYEING**—Fast and easy with a UniMac Twin!

**UniMac is A Workhorse**—washes, rinses and extracts up to 120 lbs. per hour in only 10 sq. ft. of floor space. Easy and inexpensive to install, maintain and operate.

**GET ALL THE FACTS!  
WRITE DEPT. N-118**

**UniMac** Company  
723 Ponce de Leon Place, N.E.  
Atlanta 6, Georgia

*Continued from page 113*  
**Haas Joins Zimmerman**



**WALTER J. HAAS**

Walter J. Haas has been appointed national sales representative for Zimmerman Products, Cincinnati, Ohio.

Mr. Haas is a veteran of the drycleaning industry. He will represent the firm's line of products including Ze-Glow, Ze-Go and the Ze-Draper Folder.

### **Pinnacle Moves Office**

Pinnacle Products Corporation, Elmsford, N. Y., has moved its Midwest staff into new, enlarged quarters at 412 W. Lake St., Addison, Ill. As-

sisting Alfred M. Nuesser, the regional manager, at the new location will be Kenneth Robin-

son, sales and service engineer, and Miss Barbara Carroll, customer relations.

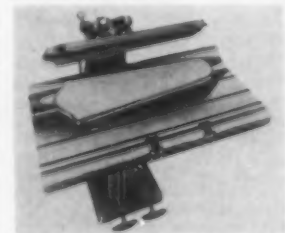
## **NEW PRODUCTS AND LITERATURE**

*Continued from page 8*

kets, shirts and blouses. The machine automatically seals on three sides and will seal on four if desired. Shirts are packaged with the collar at the sealed end. The unit is portable.

For additional information write to Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.

### **New Buck Design**



The Prosperity Company has announced a new design in "buck contour" for its recently marketed Model 845 all-purpose utility press.

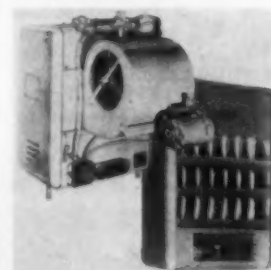
Designed for trouser legs and tops, shirts, coats, skirts, household items, etc., the 845's shovel-nose contour affords greater length and width than the conventional utility shape, Prosperity states. Only two lays are required for legging up to 62 inches, four lays to top the average 30-inch trouser.

Design features include a pilot-operated master valve to provide quick buildup of high pressure and elongated pedals for operator comfort. In addition to extra length on the topping end of the work table, the 845 is also fitted with extra overhang.

The entire machine frame is electrically welded steel. Overall length of the press is 64 inches and depth is 40 inches. Through air-cylinder control, both contact pressure and high pressure are obtainable.

For further information write to The Prosperity Company, Marcellus St., Syracuse, N. Y.

### **Kisco Unit Heaters**



A complete line of gas unit heaters is now being offered by Kisco Boiler & Engineering Company. Known as Kisco Silent Automatic Gas-Heat Recirculator, the new unit heaters are self-contained, vented units with integral means for circulation of air, either by propeller fan or centrifugal blower. The heaters are AGA approved for use with natural, mixed, manufactured and LP gases.

The unit is furnished completely assembled with aluminumized steel heat-exchanger tubes and flue collector box, 10-gauge steel combustion chamber, cast-iron burners, adjustable circulating air louvers, summer fan switch, automatic fan switch, automatic fan control and limit control, thermocouple-operated

**NATIONAL CLEANER & DYER**

safety pilot valve and quiet electric motor.

For a descriptive catalog write to Kisco Boiler & Engineering Company, 2400 Dekalb St., St. Louis 4, Mo.

#### Signal Water Repellent



A solvent soluble water repellent for use on articles cleaned in "rinse" and "no rinse" charged systems has been developed by E. E. Lund, chief chemist of Signal Chemical Mfg. Co. A 100 percent spray rating is guaranteed when Raincote is applied according to directions.

Raincote can be applied by the dip tank or spray method.

The treatment is a one-step process in which the articles are immersed for a few minutes in a bath of 1 gallon of Raincote dissolved in 5 gallons of solvent.

Signal is offering free with every purchase a complete merchandising kit containing window streamers, hanger tags, newspaper and direct-mail mats, radio scripts and a demonstration kit.

For further information write Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio.

#### New Packaging Products

Phoenix Products Company is now offering the Perforated Phoenixscape which can be opened at each end so that it can be slipped over the garment being delivered on a hanger. The cleaner's name and advertising message on the Phoenixscape are visible through the polyethylene garment bags. The perforated Phoenixscape is printed on white kraft paper in one or two bright colors. A completely new line of stock imprints for the Phoenixscapes is available.

Phoenix is also offering its Self-Stick Shirt Bands printed

in Day-Glow Ink. Five vivid colors are available.

For further information about either of the products write to Phoenix Products Company, 4715 N. 27th St., Milwaukee 9, Wis.

#### All-Purpose Spot Remover



A new all-purpose dry or wet paint remover for both dry-cleaning and laundry use has been introduced by Adco, Inc. According to Adco chemists, the new product will remove paint, varnish, grease, shellac, tar, road oil, shoe polish, inks, lipstick, rouge, nail polish and

many additional stains ordinary paint removers fail to remove.

Called the American Paint and Grease Remover, the new product is said to rinse freely with solvent or water and to be completely soluble in either petroleum or synthetic solvents.

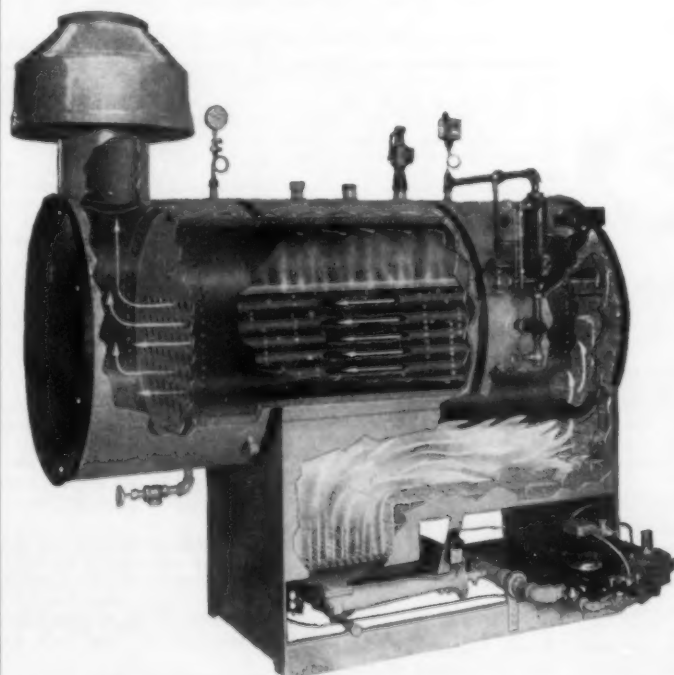
The new paint remover will not affect colors or fabrics that will tolerate water, according to its manufacturer, nor will it leave an odor. Special directions for both wet and dry spotting, plus prespotting operations using either petroleum or chlorinated solvent systems, are printed on the container.

American Paint and Grease Remover comes in 1-gallon containers with specially designed spouts.

For further information write to Adco, Inc., 900 W. Main St., Sedalia, Mo.

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



## GAS FIRED LATTNER HRT

See —

- the simplicity of design.
- the 10 sq. ft. heating surface per H.P.
- the quiet atmospheric gas burners.
- the simple control setup.
- the factory installed combustion chamber.
- the rock wool insulated jacket.
- an HRT boiler all in one piece.
- the boiler that "coasts" with the load.
- sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

**P. M. Lattner Mfg. Company**  
Cedar Rapids, Iowa

finish  
fur-like  
pile fabrics  
IN YOUR  
OWN TUMBLER,  
after  
dry cleaning

with...

**feel-tex**

★ NO EXTRA COST! ★

★ NO EXTRA EQUIPMENT! ★

★ NO FRANCHISE FEE! ★

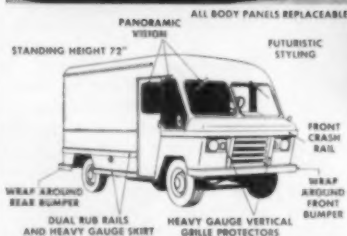
\$23 buys all you need to  
process more than 64  
garments...

**MONEY BACK  
GUARANTEE**

See Your Jobber or Write Direct

**FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N.Y.**

## INTRODUCING THE ALL NEW "DEKALB Forward-van"



SCULPTURED IN STEEL  
WITH THE LOOK  
OF TOMORROW

Available in 8, 10  
and 12 foot lengths  
for all popular makes  
of forward control  
chassis.

*Another  
ENGINEERING  
FIRST FROM  
DEKALB*



**DEKALB**  
COMMERCIAL BODY CORPORATION  
203 W. Garden St., DeKalb, Illinois

## PEOPLE AND PLACES

### SOUTH WEST



King's Cleaners, Argus, Calif., has been purchased by Douglas McMillan from Ezra King.

A complete remodeling program has been completed at Stewart's Cleaners, Sapulpa, Okla., according to Jimmy and Bob Stewart.

Copus's Cleaners is among the tenants in the new Town & Country Village Shopping Center in Fort Worth, Tex.

A permit has been granted American Cleaners for construction of a new establishment at 1266 Monterey St., San Luis Obispo, Calif.

Helen Perry has taken over the drycleaning establishment for-

merly operated by Ernie Byron at 6835½ Eastern Ave., Bell, Calif. Mrs. Perry will operate the business as Ernie Cleans All.

Brite Cleaners, 340 Center St., Healdsburg, Calif., has been established by Mr. and Mrs. Phil Levey. Mr. Levey is a former president of the California Dry Cleaners Association.

W. R. Valentine has resumed operation of Valentine Cleaners, Rodeo, Calif.

The new co-owner and manager of Stewart Cleaners, 2213 Del Paso Blvd., North Sacramento, Calif., is Mrs. Helen Stewart Fredenburg, who originally founded the concern in 1946. Her son, Richard, is a partner in the firm.

Zip 60 Minit Cleaners has opened its third outlet, in the Irving (Tex.) Village Shopping Center.

A formal opening was held recently at Ray's Cleaners, 226 W. Hurst Blvd., Fort Worth, Tex., by Frank Putt and Ray Renfro. Mr. Putt also operates Ace Cleaners on Grapevine Highway.

Homer Tucker has purchased Beeson Cleaners, Memphis, Tex., from Mr. and Mrs. Jim Beeson. The firm will be operated under the name of Tucker Cleaners.

Henry, Alfred and Douglas Dixon are the operators of the new Stonewood (Calif.) Cleaners, 9046 Stonewood. The brothers also operate Acme Cleaners, 8127 Firestone Blvd. in Downey.

Ed Fetterolf has again taken possession of Band Box Cleaners, Grand Junction, Colo., which he had sold a few months ago.

E. G. McDowell has been named manager of the newly expanded Gigantic Cleaners & Laundry, located in the LaConte Shopping Center, 7250 N. Federal Blvd., Denver, Colo. The

company operates eight establishments in the Denver area and one in Boulder.

Brothers Louie T. and Franklin F. Clay have purchased Nu-Way Cleaners, Grand Saline, Tex., from Mr. and Mrs. C. G. Williams.

George P. Gudelj has announced plans to purchase Jay Bee Cleaners, 16018 Sherman Way, Van Nuys, Calif., from Gordon J. and Josephine Baker.

J. Donaghey has purchased City Cleaners, Seagraves, Tex., from R. O. McClellan. The establishment will be operated as J. Donaghey Cleaners.

Ideal Cleaners, 226 E. Pikes Peak Ave., Colorado Springs, Colo., has opened a branch in the Lake Shopping Center on S. Hancock Ave. Joe Philbrick and Orville Potts are the owners.

New Fashion Cleaners and Shirt Laundry has opened its eighth branch at 3149 W. Alameda, Denver, Colo. John Kamlet is president of the family-owned chain.

One Hour Cleaners has been opened at 3206 Main Ave., Durango, Colo., by Mr. and Mrs. Earnest McElwain.



**Payless Cleaners**, formerly located at 135 N. Main, Manteca, Calif., has been moved to the Cabral Shopping Center at 510 E. Yosemite. The firm is owned by Mr. and Mrs. Roy Emmert.

**Jerry's Cleaners** has been established by Jerry Bronston in Louisburg, Kans.

**Town & Country Cleaners** has leased space in the shopping center under construction on Richmond Ave., Houston, Tex.

**Calvert Cleaners** has moved into a new, modern building at Second and Main, Towanda, Kans. Ernest Calvert is the owner.

## NORTH CENTRAL



**Dick McCurdy** has purchased White Way Cleaners and Launderers, located in the Jackson Bldg., Navarre, Minn. The firm will be operated as Magic Cleaners.

**Jack Rubin** has rented the premises at 1205 N. Clark St., Chicago, Ill., for establishment of a drycleaning and laundry concern.

**Empire Cleaners** has been opened at 4600 Caseyville Ave., East St. Louis, Ill., by Sarkis Enneian.

**Plaza Cleaners** was scheduled to be opened under the management of Dale Conolly in the Columbia Plaza Shopping Center, S. 20th St. near Columbia Ave., Battle Creek, Mich.

**Mrs. Gladys Pavlinac**, owner of Hillyer's Cleaners, Macomb, Ill., plans to open a branch in Cuba, Ill., to be known as Gladys Cleaners.

**Louis LeGrand** has purchased LeGrand Dry Cleaners, 146 N. State St., Westville, Ill., which he operated until 1954, when he sold it to Larry Hartz.

A grand opening was held recently by Henry Adams in his new drycleaning establishment at 3210 N. Main St., Royal Oak, Mich.

**Louis Adamski** has changed the name of Alexander Cleaners, 31331 Ford Rd., Garden City, Mich., to Adamski Cleaners. Mr. Adamski is now sole owner.

**Evans Cleaners & Launderers** recently held a grand opening in its new location at 224 Brady St. R. C. "Bob" Evans is head of the firm, which has its headquarters at 1206 Harrison St.

**Modern Dry Cleaners** has opened a new pickup station at 2963 Coit Ave., N. E., Grand Rapids, Mich.

## NORTH WEST



**Mr. and Mrs. Neil A. Walther** have established Underwood (N. D.) Cleaners in the building formerly housing Dress Club Cleaners.

**Lloyd and Grace Clairmont** have purchased Windsor Dry Cleaners, W1856 Broadway, Spokane, Wash., from Laura Campbell.

**Florence Montgomery** has purchased Pacific Drive-In Cleaners, Forest Grove, Ore., from Eric Waldorf.

**Means Cleaners and Launderers**, Yankton, S. D., has purchased Artley Cleaners in Ver-

million, it was announced by Mike Means.

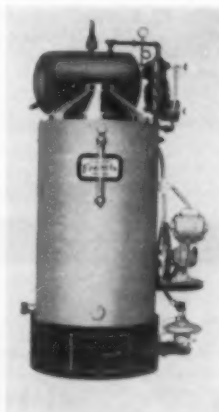
**Construction has begun** on a new drive-in for Kellogg's Panatorium Cleaners, Centralia, Wash., it was announced by Duane Kellogg.

**Ideal Cleaners, Wessington Springs, S. D.**, is building an addition to house a coin-operated laundry, according to Floyd Larson, owner-manager.

**Stacey's Cleaners and Shoe Repair** will occupy space in the new Powell Villa Shopping Center, now under construction at S. E. 122nd Ave. and Powell Blvd., Portland, Ore.

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### **DOMINION of CANADA**



Dechaux Inc. has opened a drive-in drycleaning establishment on Laurentian Blvd., Montreal, Que., it has been announced.

An official opening was held recently at Koolex Kleaners, Barrington and Prince, Halifax, N. S.

Barge's Cleaners has opened its fourth branch, at 1133 Lakeshore Rd. and Murphy, Sarnia, Ont.

Modern Dry Cleaning Inc. has been incorporated at Magog, Que., by Catherine B. Poudrier, Rosaire Verville, Rachel P. Verville and M. R. Verville.

### **SOUTH EAST**



A formal opening was held recently at Jackson (Miss.) One Hour Cleaners, 131 S. Lomar, by Ruford Lewis.

Mr. and Mrs. J. C. Buckner have purchased Jarrett-Warlick Cleaners, Swannanoa, N. C. The concern will be operated as Buckner Cleaners.

Mr. and Mrs. Homer T. Bevel are the owners of City Cleaners, recently opened in Grant, Ala.

Mr. and Mrs. Frank Moore have purchased Sunshine Cleaners, 140 E. Indiana Ave., DeLand, Fla., from Rosaland Davis. The entire plant will be remodeled and new equipment installed.

Little's Dry Cleaners has been moved to the new shopping center opposite the Post Office, Jacksonville, Ala., according to Leonard Little, owner.

White Cleaners and Dyers has opened its ninth branch, in the Freestate Park Shopping Center, Shreveport, La.

ABC Cleaners has established its fourteenth location, in the new University Shopping Center, Baton Rouge, La.

David E. Bennett, operator of Gilmore's Dry Cleaners, 2607 W. Broad St., Savannah, Ga., has announced a change in name to Bennett's Dry Cleaners.

### **NORTH EAST**



Dessel Cleaners and Formal Wear, 970 Springfield Ave., Irvington, N. J., has completed a large modernization program. Irving Tiss and Murray Dessel are the owners.

Vogue Cleaners of Hagerstown, Pa., has leased space for a branch in the Slaughterhouse Bldg. on Center Square in Greencastle.

Carl J. Linberg has been named superintendent of the drycleaning department of Allan Laundry, Inc., Allentown, Pa. Mr. Linberg, an NID graduate, succeeds Robert B. Riddle, Jr., who

was recently promoted to vice-president and general manager of Reading Laundries, Inc., a MacIntosh affiliate.

Mauk's, Inc., drycleaning establishment of Roaring Springs, Pa., has purchased Quality Cleaners of Saxton.

Rudy VonMumb has announced plans to open a drycleaning establishment on Hempstead Ave. in Queens Village, N. Y.

Matlin's Cleaners has announced plans to move to a new location at 78 Throckmorton St., Freehold, N. J. The firm was

founded by Morris Matlin in 1922.

A drive-in drycleaning establishment has been opened by Menz Bros. at S. Pearl and Broad Sts., Bridgeton, N. J.

A grand opening was held recently at Jack's Cleaners, 403 W. Dominick St., Rome, N. Y., by Jack Holland.

DuBarry Cleaners has been opened at 404 E. 14th St., New York, N. Y. Greg Moss is the manager.

Eranus Cederlof has established Cederlof Dry Cleaners on Center St., Sheffield, Pa.

A drycleaning establishment has been opened at 500 Chestnut St., Union, N. J.

Benjamin Kest, 51, manager for 30 years of Imperial Dry Cleaning Company, which later changed its name to New Dremann Dry Cleaning Company, Cleveland, Ohio, died recently. Surviving are his wife, father and two sons.

Oscar A. Savetz, proprietor of Savetz Cleaners & Tailors, South Pasadena, California, died of a heart attack recently. A native of New York, Mr. Savetz had been a resident of South Pasadena the past 43 years. Surviving are his wife, father, daughter and son.

Jennie G. Wilson, 65, former operator of A and A Dry Cleaning and Laundry, Tulsa, Oklahoma, died recently after a five-month illness. Surviving are her husband and five sons.

Russell H. Young, 58, president of Davies-Young Soap Company, Dayton, Ohio, died on September 20. Following his graduation from Miami University, Oxford, Ohio, in 1922, he joined Davies-Young. He became president when his father, C. F. Young, became chairman of the board. During the past few years he was responsible for expanding the research and development departments, resulting in many new products. He extended the company's growth by the development of subsidiary organizations including Bounce, Inc., Amole, Inc., and Wingwax, Inc. Mr. Young was a past director of the American Soap and Glycerine Manufacturers Association and the Chemical Specialties Manufacturers Association. During World War II he served on various War Production Boards associated with the soap industry. Surviving are his wife, mother, two daughters, a son and four brothers.

J. C. Burrows, 55, operator of Up-to-Date Cleaners, Texas City, Texas, died recently. Mr. Burrows is survived by his wife and son.

Carl C. Dufford, former owner and operator of Nu-Way Dry Cleaners, Colorado Springs, Colorado, died recently. Mr. Dufford retired from the establishment six years ago. Survivors include his wife, a son and a daughter.

Willard N. Emmons, 84, former owner of Emmons Cleaners and Dyers, Westfield, Pennsylvania, died recently. Besides his son, Van Emmons, Sr., the present owner, survivors include two grandchildren.

Oles V. Hawkins, 69, operator of a drycleaning establishment in Flushing, New York, died recently. Mr. Hawkins is survived by his wife and son.

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## ANNUAL CONVENTIONS

November 13, 14, 15 and 16—Indiana Dry Cleaning and Laundry Institute, Severin Hotel, Indianapolis.

November 28, 29 and 30—Illinois State Drycleaners Association, Palmer House, Chicago.

December 5, 6 and 7—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit.

December 6 and 7—Wisconsin & Upper Michigan Drycleaning Institute, Schroeder Hotel, Milwaukee.

1959

January 15, 16 and 17—Texas Laundry and Drycleaning Association, Will Rogers Memorial Coliseum, Fort Worth.

January 17 and 18—Minnesota Institute of Laundering and Cleaning, Nicollet Hotel, Minneapolis.

January 17, 18, 19 and 20—National Institute of Rug Cleaning, Mark Hopkins Hotel, San Francisco, California.

January 24 and 25—Oklahoma Association of Drycleaners, Biltmore Hotel, Oklahoma City.

January 25 and 26—Canadian Research Institute of Launderers and Cleaners, Hotel London, London, Ontario, Canada.

January 30 and 31—South Carolina Association of Launderers and Cleaners, Poinsett Hotel, Greenville.

January 30, 31 and February 1—Utah State Dry Cleaners Association, Utah Hotel, Salt Lake City.

February 6—New Jersey Laundry & Cleaning Institute, Essex House, Newark.

February 13, 14 and 15—Iowa-Nebraska Drycleaners Associations (Little National Convention), Fort Des Moines Hotel, Des Moines.

February 13, 14 and 15—New Mexico Drycleaners Association, Albuquerque.

March 3 and 4—American Institute of Laundering, Atlantic City, New Jersey.

March 5, 6, 7 and 8—National Institute of Drycleaning, Convention and Exhibit, Atlantic City, New Jersey.

NATIONAL CLEANER & DYER



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Sacrificing modern Sanitone solvent plant, located in northern Michigan, with modern seven-room living quarters on second floor. Established 36 years by owner. Exclusive cleaners with top prices. All equipment new, having been purchased or replaced since 1948. Will sell with or without property, reason, retiring. ADDRESS: Box 8506, NATIONAL CLEANER & DYER. -2

PHOENIX, ARIZONA. Cash-and-carry drycleaning plant in large shopping center. New equipment four years ago. Gross \$47,000, price \$30,000, \$15,000 down. ADDRESS: Box 8559, NATIONAL CLEANER & DYER. -2

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established 30 years. Just off Wilshire Boulevard, 10-year lease. Ample parking. \$45,000 annual sales, \$38,500 full price, \$80,000 will handle. A sacrifice. ADDRESS: Box 8479, NATIONAL CLEANER & DYER. -2

Richmond, Virginia—Long-established drycleaning business, yearly volume \$80,000 to \$100,000. Will sell approximately ¾ replacement cost. Long lease on building or will sell both. ADDRESS: Box 8495, NATIONAL CLEANER & DYER. -2

SOLVENT PLANT IN SOUTHERN CALIFORNIA. \$150,000 GROSS. FOUR CALL OFFICES WITH AMPLE PARKING. BUILDINGS AND REAL ESTATE ON GOOD LEASE. \$15,000 DOWN. ADDRESS: Box 8598, NATIONAL CLEANER & DYER. -2

FOR SALE: MODERN, ODORLESS SANITONE DRYCLEANING PLANT EQUIPPED WITH TWIN VIC-ECONO UNITS COMPLETE WITH TWO MILEAGE-BOOSTER SOLVENT SAVERS. ESTABLISHED TEN YEARS. LOCATED IN SOUTHERN CALIFORNIA'S FASTEST GROWING COMMUNITY ON THE BEAUTIFUL COLORADO RIVER, WHERE THERE IS GOOD HUNTING AND EXCELLENT FISHING FACILITIES. SELLING PRICE \$75,000 WITH PROPERTY, \$50,000 WITHOUT PROPERTY. WRITE MIDWAY CLEANERS, P. O. BOX 801, BLYTHE, CALIF. 8613-2

FOR SALE—Modern drive-in cleaning plant. New Butler automatic solvent machine. Over \$100,000 gross at \$1.50 prices, in Ohio. Shirt unit, hats and large fur storage. Two excellent trucks. Thirty-two years same owner. Retiring, ill health. Liberal terms with or without building. Make offer. ADDRESS: Box 8614, NATIONAL CLEANER & DYER. -2

FOR SALE: Modern drycleaning plant in the South's largest city. Grossing \$20,000 cash-and-carry. Price \$6,500. With property \$13,500. ADDRESS: Box 8615, NATIONAL CLEANER & DYER. -2

PASADENA, CALIFORNIA, RETAIL SYNTHETIC PLANT twenty years same location. \$55,000 annual volume, one route 1957 Volkswagen, parking facilities. \$35,000 full price, \$15,000 down. Retiring. ADDRESS: Box 8626, NATIONAL CLEANER & DYER. -2

MODERN SYNTHETIC PLANT in metropolitan Bakersfield, Calif. Population 145,000. Good lease. Gross \$30,000, showing increase 10%. \$19,000, \$12,000 cash. Terms. Reason, doctor's orders. ADDRESS: Box 8627, NATIONAL CLEANER & DYER. -2

SOUTHEASTERN WASHINGTON—modern cleaning plant at Richland in the fast growing Tri-City area. Asking \$75,000 for this well-established business. For further information write TRUST DEPARTMENT, NATIONAL BANK OF COMMERCE, BOX 136, YAKIMA, WASHINGTON. 8628-2

North Central Missouri: Long-established drycleaning business, yearly volume \$42,000. Town and rural route. Want to retire. ADDRESS: Box 8635, NATIONAL CLEANER & DYER. -2

Central Illinois modern solvent production plant. Ten stores—all cash-and-carry—grossed \$237,000 in 1958, high potential. Plant 40 x 175, 2 new gas automatic 60 HP. boilers, 10,000-gallon solvent and gas tanks and pumps, new trucks. 23 years in business. Also new laundromat built in July 1958—20,000 square feet of parking. Must retire—will sacrifice. ADDRESS: Box 8636, NATIONAL CLEANER & DYER. -2

For sale—on Florida's West Coast, modern synthetic drycleaning plant. Excellent drive-in location on main thoroughfare into town. Reasonable price. ADDRESS: Box 8637, NATIONAL CLEANER & DYER. -2

FOR SALE: MODERN SOLVENT PLANT. STORAGE VAULT, SHIRT LAUNDRY LOCATED HEART OF NEW YORK STATE. BUSINESS ESTABLISHED LONG TIME WITH EXCELLENT REPUTATION, GOOD PRICES. PLANT IN GOOD LOCATION WITH \$40,000 VOLUME. CASH-AND-CARRY. TOTAL VOLUME OVER \$150,000. DIFFERENCE IN ROUTES AND STORES. ALL EQUIPMENT IN EXCELLENT CONDITION. CAN BE PURCHASED WITH OR WITHOUT REAL ESTATE. EXCELLENT OPPORTUNITY FOR PARTNERS. GOOD TERMS TO RIGHT PARTY. ADDRESS: Box 8649, NATIONAL CLEANER & DYER. -2

Cleaning plant 35 x 100 located on busy highway about 20 miles west of Allentown, Pa. Large drive-in, three trucks, equipped to do \$2,500 a week. \$33,000—\$15,000 down, balance at 4%. ADDRESS: Box 8650, NATIONAL CLEANER & DYER. -2

FOR SALE: Drycleaning plant, fur storage vault and shirt unit in town of 20,000 population, Pennsylvania. Two trucks, four stores. Modern six-room apartment. With or without real estate. Only three drycleaning plants in town. The only storage vault and shirt laundry in town. ADDRESS: Box 8660, NATIONAL CLEANER & DYER. -2

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WANTED TO BUY. AM INTERESTED IN A SMALL TO MEDIUM-SIZE DRYCLEANING PLANT IN CHICAGO OR ADJACENT SUBURB. WILL PROVIDE CAPITAL AND IMMEDIATE VOLUME OF WHOLESALE WORK WHICH WILL BE CONSTANTLY INCREASED. ADDRESS: Box 8680, NATIONAL CLEANER & DYER. -1

Cleaning plant, laundry, separate or combined. Must gross between \$100,000 and \$500,000. ADDRESS: Box 8634, NATIONAL CLEANER & DYER. -1

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FOR LEASE—JANUARY 1—MODERN, well-established solvent plant in MONTICELLO, ILLINOIS. WIDOW must lease. A real MONEY MAKER for right party. ABSOLUTELY must be sober. Prefer family man who wants a future. MUST have references. Write or contact Mrs. L. E. Kerr, Fashion Cleaners, Monticello, Illinois. 8653-20

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## HELP WANTED

Leading House of Specialties to laundry and cleaning industry is looking for several men, presently calling on the trade. Excellent competitive line, high commissions, protected territory. Ideal sideline for soap or machinery man. Various territories open. B & G Lieberman Co., Box 227, Jackson Heights 78, N. Y. 8586-7

Sales manager for family laundry and drycleaning plant operating 26 routes. Modern plant offering laundry, drycleaning, all specialties. Produces good quality. Located in Long Island. Generous starting salary. Experience and background in the laundry and drycleaning field desirable. Excellent and steady job in wonderful country surroundings for one who qualifies. Write Wesley Springhorn, Sr., Park Street, Blue Point, N. Y. 8608-7

Superintendent for drycleaning department in modern plant central New York, capable of handling production and instructing employees in all departments. Excellent opportunity for qualified man. ADDRESS: Box 6632, NATIONAL CLEANER & DYER. -7

**DRYCLEANING SUPERINTENDENT:** Married man as superintendent in drycleaning department. Midwest plant employing 12 people—perc equipment—air presses. Should have some N.I.D. training and high school education. Position pays \$6,000 plus with plenty of opportunity for advancement. ADDRESS: Box 8641, NATIONAL CLEANER & DYER. -7

**WORKING MANAGER**—Experienced spotter-cleaner take complete charge of production modern retail drycleaning and shirt laundering plant. Doing over \$100,000 year—must understand equipment maintenance and control of work—excellent working conditions—good pay plus bonus—good future for the right man with our growing organization in central New Jersey. In reply state family status and qualifications. ADDRESS: Box 8642, NATIONAL CLEANER & DYER. -7

**EXPERT SPOTTER-CLEANER**—Capable young man to train as manager for permanent position in Florida in top quality plant established 33 years. Present and past employment, personal and business references required. ADDRESS: Box 8643, NATIONAL CLEANER & DYER. -7

Manage a drive-in drycleaning plant in metropolitan Washington, D.C., with three routes. Business 40% ahead previous year in August. Complete charge, absentee owner. \$100 a week guaranteed drawing account plus a percentage of net profit. Present volume \$100,000 annually. Give full reference, age and experience in own handwriting. W. Peeler, 6227 Baltimore Avenue, Riverdale, Maryland. 8644-7

**PLANT MANAGER** for well-established modern synthetic plant central Ohio. Doing in excess of \$100,000 annually. Please state qualifications and give references which will be held strictly confidential in first letter. Excellent opportunity for right man. ADDRESS: Box 8642, NATIONAL CLEANER & DYER. -7

## SITUATIONS WANTED

**TOP-NOTCH MANAGER:** Synthetic plant—shirts. Age 42, able to assume complete responsibility. Experienced in all departments. Prefer metropolitan New York City. ADDRESS: Box 8641, NATIONAL CLEANER & DYER. -5

Silk-wool spotter, experienced to give you high quality work and production. Sober, reliable married man with fine educational background in cleaning industry, desires steady position with reliable concern. Synthetic or petroleum plant. Eastern states. ADDRESS: Box 8605, NATIONAL CLEANER & DYER. -5

**SALES MANAGER POSITION WANTED:** In drycleaning plant. Have large experience to handle stores, to boost sales, handle route salesmen, organize new territories. 49 years old, married, childless. ADDRESS: Box 8617, NATIONAL CLEANER & DYER. -5

**MANAGER'S POSITION WANTED** in drycleaning plant. Have 27 years experience in all phases of the industry. Am quality spotter. Can give production, can organize and give quality work at minimum cost. Synthetic or petroleum plant. Married, childless man, 48 years old with fine educational background. ADDRESS: Box 8618, NATIONAL CLEANER & DYER. -5

**MANAGER:** Have 15 years experience supervising all phases of drycleaning plant operations. Total of 27 years in this business. **GRADUATE OF N.I.D. MANAGEMENT COURSE.** Age 49, married. Desire to locate in southern Ohio or northern Kentucky. ADDRESS: Box 8619, NATIONAL CLEANER & DYER. -5

Spanish Bilingual—N.I.D. graduate. 14 years experience in production supervision. Familiar with synthetic and petroleum units. Fancy spotter. ADDRESS: Box 8625, NATIONAL CLEANER & DYER. -5

**WANTED:** Position in sales by N.I.D. graduate with 30 years experience as spotter, manager and in sales. Former member N.I.D. staff and field service. Family man, sober and dependable. Best references furnished. Prefer Washington, D.C., area. ADDRESS: Box 8639, NATIONAL CLEANER & DYER. -5

**EFFICIENCY MANAGER**—If you are having difficulties in your laundry or drycleaning business, I can straighten them out. Married, sober, 23 years experience. ADDRESS: Box 8640, NATIONAL CLEANER & DYER. -5

**MANAGER'S POSITION WANTED.** Equipment and supplies salesman. 30 years experience. Have operated my own business and managed several large plants. I am 48 years old, married. Can give references in personal interview. Ralph A. Hart, 550 Clark Street, Waverly, N. Y. Phone: 1120. 3651-5

Thirty years experience calling on drycleaning and laundry trade. Interested in sales and distributorship. Available November 15. ADDRESS: Box 8657, NATIONAL CLEANER & DYER. -5

Manager's position wanted in plant where 23 years experience is appreciated, where a future is secure. Strictly sober. ADDRESS: Box 8658, NATIONAL CLEANER & DYER. -5

## CONSULTANTS

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

## JOBBER

**PROTECTED JOBBER TERRITORY AVAILABLE:** Here is a golden opportunity to add to your income with non-competitive products. We are interested in placing our products with high-grade manufacturer representatives throughout the United States and Canada. Our products sold through jobbers only, on a money-back guarantee. We will work with you in your territory at least three or four times a year to help you sell the applications of our products. Write full particulars about yourself to: Zimmerman Products, 2519 Burnet Avenue, Cincinnati 19, Ohio. 8647-30

NATIONAL CLEANER & DYER

## WHOLESALE DYEING FOR THE TRADE

**SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY.** We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

**LOEBL DYEING IS THE FINEST QUALITY PRODUCED.** All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loeb's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. 7003-12**

**Dyeing is Our Business—"Science in the Art of Dyeing"** by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFIN DYE WORKS, 221 County St., Portsmouth, Virginia. 7638-12**

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**SUEDES AND LEATHERS** cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa. 5234-13**

**Suede and Leather Specialists. "Lano-Lustre" process.** Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service, 1394 McGee, Kansas City, Missouri. 8088-13**

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Suede and Leather garments cleaned and refinished. We also change the color of suede. Send for price list. Advance Leather Coloring, 1628 Pitkin Avenue, Brooklyn 12, N. Y. 5849-13

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STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF The National Cleaner & Dyer, published monthly at Lancaster, Pa., for October 1, 1958.

State of New York }  
County of New York }

1. The names and addresses of the publisher, executive manager, editor and managing editor are:  
Publisher, The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N. Y.  
Executive Manager: Edward B. Wintersteen, 305 East 45th St., New York 17, N. Y.  
Editor: Arthur F. Schuelke, 305 East 45th St., New York 17, N. Y.  
Managing Editor: Miss Galina Terr, 305 East 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as those of each individual member must be given.)  
The Reuben H. Donnelley Corporation, 305 East 45th St., New York 17, N. Y.  
Northern Trust Company, Chicago, Illinois, Trustee of Fund A under the will of Reuben H. Donnelley deceased.  
The Northern Trust Co., David L. Harrington and Charles C. Haffner, Jr., as Trustees under agreement dated January 24, 1946, with Thorne Donnelley, Chicago, Illinois.  
First National Bank, Chicago, Illinois, Trustee of Fund B under the will of Reuben H. Donnelley deceased.  
Elliott Donnelley, Lake Forest, Illinois.  
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agreement, Chicago, Illinois.  
Gaylord Donnelley, Libertyville, Illinois.  
Curtiss E. Frank, Chicago, Illinois.  
Charles C. Haffner, Jr. and Clarissa Donnelley Haffner, Trustees for Charles Christian Haffner, III, Chicago, Illinois.  
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Harold P. Harper, Greenwich, Conn.  
David L. Harrington, Flossmoor, Illinois.  
Albert M. Andersen, Flossmoor, Illinois.  
Donald R. Arnold, New York, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which the stockholders and security holders who do not appear on the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly, and triweekly newspapers only.)  
E. B. WINTERSTEEN,  
(Signature of Executive Manager)

Sworn to and subscribed before me this 30th day of September, 1958.

WALTER H. FREDRICKS  
Notary Public, State of New York  
No. 41-6391975  
Qualified in Queens County  
(My commission expires March 30, 1960)

Term expires March 30, 1960.



## BUSINESS SERVICE

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**MONEY BACK GUARANTEED REWEAVING.** Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 413 Race St., Cincinnati 2, Ohio. 7369-29

**RE-WEAVING AT LOWEST WHOLESALE PRICES,** 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Avenue, New York 21, N. Y. 5966-29

**FREE SALES KIT**—We are "America's Leading Reweaving Service," featuring 24-hour service. We reweave all sizes of damages in all kinds of materials. **GLOBE WEAVING SERVICE,** 210 W. Van Buren Street, Chicago, Illinois. 8516-29

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**REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY.** R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

## MACHINERY WANTED

**WANTED: USED HOFFMAN UTILITY PRESSES,** any model, any amount. Address "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

**WANTED: MERCURY CLEANING MACHINES ANY AMOUNT.** R. C. GROSS, 1635 S. W. 70th AVENUE, MIAMI, FLORIDA. 8629-3

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Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS.** **MECHANICALLY EQUAL TO NEW.** **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

**42 x 84" AMERICAN MASTER CASCADE** double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

**IMPERIAL CLEANING MACHINERY COMPANY,** 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Fellerin-Milnor automatic washers, Hoffman and American 30, 48 and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent savers, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 8434-4

**IMPERIAL CLEANING MACHINERY COMPANY,** 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

**IMPERIAL CLEANING MACHINERY COMPANY,** 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available laundry and drycleaning equipment from several modern plants. Price reasonable, with terms. Request availability list without obligation. 8436-4

**IMPERIAL CLEANING MACHINERY COMPANY,** 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrette. List the machines you have for sale with us. 8437-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-37 9th Street, Long Island City 1, N. Y., Stillwell 6-6666. 8291-4

**1953 UNIPRESS CABINET SLEEVE.** Very good condition. New Monello and Flamond pads. \$850. Parisian Cleaners, 127 West Flagler St., Miami 36, Florida. 8630-4

One—40" Hoffman extractor used 12 months \$1,500; two—1300 G.P.H. filters each \$250; two—42" G.E. exhaust fans with louvers, each \$100. Neild, 2805 N. Charles St., Baltimore 18, Maryland. 8638-4

**FOR SALE:** Two 30 lb. Prosperity hot units and one recovery tumbler. Reichardt Cleaners, 236 North York, Elmhurst, Illinois. TErrace 2-5705. 8654-4

Mercury 140" F. safety tumblers, reconditioned. Bargain prices. Guaranteed. Martin Equipment Company, Cincinnati 12, Ohio. 8655-4

Complete synthetic package plant available about January 1. Sec cleaning unit, Martin reclaimers, Hoffman presses, 5 HP. Kisco boiler, return system, air vacuum, Cissell spotting board, cash register, etc. Must vacate because of redevelopment. **ADDRESS:** Box 8656, **NATIONAL CLEANER & DYER.** -4

**P-H TOPPERMATIC** automatically finishes trouser tops. Uncrated never used. Only 40 days old. Excellent operation. Sacrifice for quick sale. . . . Banner Laundry & Cleaner, Ligonier, Indiana. 8663-4



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advertisers alike  
can cash in on this  
dollars-and-cents  
feature which rounds  
out the big  
DO-IT-NOW series.

Sidelines  
Rug cleaning  
Upholstery cleaning  
Box storage  
Waterproofing  
And many more  
how-to-do-it ideas

**are included in this  
make-more-money  
chapter.**

**Watch for it in  
the December**

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## The Customers Always Write

### Wedding Gown Storage

To the Editor:

In the July issue of *The National Cleaner & Dyer*, I noted with interest the box in which Darko and Sons of Indianapolis, Indiana, packages wedding gowns.

I am particularly interested in obtaining similar boxes and hope that you will be able to let me know the address of the supplier.

CHARLES H. FIELDER  
Fielder's De Luxe Cleaners  
Charlotte, Mich.

To the Editor:

In an issue of your magazine a few months ago an article appeared showing some very fancy boxes for wedding gowns. I've mislaid the magazine. Could you give me the name and address of the company making these garment boxes?

E. G. ROBERTS  
New Method Cleaners  
Eureka, Calif.

To the Editor:

In one of your articles in the magazine was a wedding gown chest. Could you furnish us with the name of the company that sells this? We have several gowns to be put in chests and do not know of a firm which sells them.

J. MILANO  
Merchantville, N. J.

Many similar inquiries have been received, and the information forwarded.—EDITOR

### Water Treatment and Health

To the Editor:

The September issue featured an article by yourself and Joe McCabe titled "Boiler Water Treatment." It was very interesting and most informative. I found that there is one phase that has not been discussed that would make the article a complete report . . . i.e., the health angle:

Are the ingredients injurious to the health of the pressers who are in continuous contact with the steam that contains these chemicals? In other words, it's not so much the contact to the skin but the entry into the nasal passages and the lungs that may be of some concern.

I would be more than pleased if you were able to inquire and forward any information on this subject, either

through your column or a personal reply.

THOMAS E. DEVINE  
Biltmore Cleaners  
New Haven, Conn.

*For the most part, the compounds commonly used in the steam-generating boilers for our industry are non-volatile and the steam vapor is distilled water, so there can be no toxic effects. In some closed-steam systems amines are used to prevent scaling of pipes. This chemical is an ammonia compound and the ammonia vapors might have a slight toxic effect if a leak forms. However, I know of no dry-cleaning plants using this type of compound; even if they did, the effect would be negligible.—EDITOR*

### Shoe Repair in Africa

To the Editor:

We opened our business 11 months ago, and are now in full production.

There are very big prospects here for shoe repairing. This would tie in very nicely with our present business. Quite frankly, we do not know the first thing about it. Could you please tell us who we could get to give us the necessary information to start this business.

We would very much like to operate this type of business, on the same lines as they do in the States. Do the shoe people have any association or a trade magazine?

Could you give my name and address to some of the merchants, so that they could quote me on a complete plant?

BOB STANTON  
Nu-Way Drive-In Cleaners  
Mabelreign, South Rhodesia

*There are several plants in the States that offer shoe-repair service as a sideline, and apparently this is a profitable arrangement. Suggest writing Shoe Service Magazine, 222 W. Adams St. Chicago, Ill.—EDITOR*

#### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the dry-cleaning industry, your problems and your solutions to problems. Address:  
The Editor

National Cleaner & Dyer  
305 East 45th Street  
New York 17, N. Y.

### To Boost Route Sales

To the Editor:

For some time now we have been plagued with a situation regarding our route sales. To be more exact, we are getting from our calls only single items, such as pants, suits, etc.

The problem is to get all the dry-cleaning out of the home, or how to do this.

Our routeman will receive these items, while possibly rugs or household items will go to another dry-cleaner.

We have tried various ways in which to remedy this situation but none have worked successfully. Also we do shirt laundering, and in a great many cases we do not get the dry-cleaning order from this customer.

R. S. C.  
Canada

*The majority of drycleaning customers split their bundles. That is, send their finer garments to one cleaner and everyday wear to another. Generally this is because of price differentials, sometimes because of service. But that doesn't mean an effort should not be made to get more work from a given account. We discussed this subject in our March 1957 Guidebook, which covered sales control. Unless you ask for the order you don't get it. How to get it was covered in the "Do-It-Now" article in our October 1958 issue.—EDITOR*

### Spotting Series Valuable

To the Editor:

I would appreciate your sending me part 5 of "Spotting Made Easy" as I have misplaced that issue.

I would like to say that I have found this series as valuable as any material I have ever read.

GEORGE LAPIDES  
Manager, Acme Cleaners  
Jamaica Plain, Mass.

### Aid to Education

To the Editor:

I am seeking information on cleaning fluids used in drycleaning. If you can give me information on those used in the past and those currently in use I will be most grateful to you.

W. NORTON JONES, JR.  
Head of Department  
McMurry College  
Abilene, Tex.

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